

Center for Information Protection (CIP)

A CISE-funded Center

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Identity Theft Awareness & Prevention

Fraud prevention is fundamental to the survival of any business (or government for that matter) as is prevention of consumer/customer identity theft. Researchers at the Center for Information Protection have made advances in ID theft awareness research, evaluation, and education. They have developed company awareness policies and lists of behavioral traits that make employees vulnerable to behavior that can lead to sensitive personal data loss of customers. Data collected from surveys and interviews of insurance professionals as well as of consumers provided the basis for this work. The



literature in behavioral and workplace psychology and business/behavior was qualitatively scrutinized for insights into high risk and careless behavior of employees and customers. Public policies and best practices for due diligence were analyzed to more precisely identify avenues for remediation that can reduce future identity theft losses. Deliverables of this work included books on ID theft, manager, and employee training materials and presentations for corporate and public education.

Economic Impact: This work is fundamental to enabling sustainable economic development. The theft of identities has become an epidemic and threatens to disrupt business at all levels as well as the personal lives of the business's employees. Prevention of this theft can only be accomplished through the systematic training and education of individuals.

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