

Helping Your Members Survive the Breach-Mania

Massive breach at health care company Anthem Inc.

Elizabeth Weise, USATODAY 9:26 a.m. EST February 5, 2015 (<http://www.usatoday.com/story/tech/2015/02/04/health-care-anthem-hacked/22900925/>)

This breach is affecting **80 million people** throughout the US. Some of your members may be included in this breach...and perhaps future breaches in 2015.

What can be done to help them?

You might seriously consider rolling out EMV Chip Cards with ID Theft & Fraud Services.....Provide an “Ultimate Safety Net” to protect members and your credit union.

If you are considering the addition of ID theft services for members at some point in the future you might want to consider the possibility of implementing these services in conjunction with the rollout of EMV Chip cards (Debit/Credit cards) sometime in 2015. This of course assumes that your credit union will want to have this implemented prior to the October 15th deadline (<http://www.paymentsleader.com/will-retailers-be-ready-for-emv-by-oct-2015/>) as established for liability issues on these cards.

Unfortunately, the anticipated increase in safety and security associated with these new cards will be tainted by the fact that criminals have already prepared themselves for ways to attack these types of chip cards. ***A couple of important articles*** (see below) send a stern warning to everyone who believes these chip cards are the ultimate solution to resolve debit/credit card theft and fraud.



Home Depot Breach Exposes Vulnerabilities with EMV Roll-out Roll-out expected to bring an increased likelihood of account takeover fraud. (<http://idinsight.com/featured/home-depot-breach-exposes-vulnerabilities-with-emv-roll-out/>)

BUSINESS INSIDER European Credit Cards Are Nowhere Near As Theft-Proof As Everyone Thought

(<http://www.businessinsider.com/uk-researchers-have-found-a-vital-flaw-in-emv-credit-card-technology-2012-10#ixzz3KtJdpJ22>)

Therefore, for credit unions this may be the perfect time to introduce protective ID theft services in conjunction with the release of these new chip cards. It is a perfect combination and members would welcome the news that their new chip technology cards have another level of security waiting to protect them...just in case.

The POCUA preferred supplier for ID theft services, Vero, offers credit unions a unique suite of ID theft and data breach protective solutions to fit your needs...and if desired, generate non-interest income as an additional benefit. Go to their website at www.verocosolutions.com to inquire about these programs that can provide your members with the “ultimate safety net” against the tidal wave of breach events.