

## HOW TO PROTECT

# Your Personal Data



Cybercriminals are constantly looking for ways to steal personal information. Understanding what they target and how to protect it is key to keeping your identity and finances safe.

### WHAT INFORMATION DO ATTACKERS WANT?

- **Social Security Number (SSN):** Used to open fraudulent accounts, file false tax returns, or commit identity theft.
- **Bank Account Numbers:** Can be used to drain funds or set up unauthorized transfers.
- **Date of Birth (DOB) and Other Personal Information:** Often used to verify identity and access sensitive accounts.

### WHY DO THEY WANT IT?

This information allows attackers to impersonate you, access financial resources, and commit fraud. Once stolen, it can be sold on the dark web or used in long-term scams.

### HOW TO SAFEGUARD YOUR PERSONAL INFORMATION

- Never share sensitive data over email, text, or unsecured websites.
- Use strong, unique passwords and enable multi-factor authentication.
- Shred documents containing personal information before discarding.
- Monitor your bank accounts and credit reports regularly.
- Be cautious of phishing emails, fake websites, and unsolicited calls.

### WHAT TO DO IF YOU SUSPECT IDENTITY THEFT

1. Contact your bank and credit card companies immediately.
2. Place a fraud alert with one of the major credit bureaus (Equifax, Experian, TransUnion).
3. Change your username and passwords (social media, email, banks, custodians, etc.).
  - a. Remember to also set up two-factor identification, if applicable.
4. Inform your financial advisor to help make sure no fraudulent requests are made on your behalf.
5. Report the incident to the FTC at [IdentityTheft.gov](https://www.ftc.gov/identitytheft).
6. File a police report with your local law enforcement.
7. Keep detailed records of all communications and actions taken.



### Additional Steps

Reach out to your advisor for more detailed instructions on how to handle identity theft. Protecting your personal data is not just about technology, it's about constant awareness and vigilance.



## DISCLOSURES

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