

Sheshunoff™

Dear Valued Customer:

Enclosed is the latest update for your subscription to *Protecting Customer Privacy Manual*. In an effort to continuously keep you abreast of changes relating to consumer privacy, additional information has been added to existing chapters. The primary focus of each update is to provide you with the industry's current thoughts, studies and tools to help protect customer privacy.

The "How To Use This Manual" section has been slightly revised to provide insights regarding security flaws relating to financial websites.

Chapter 4 has been enhanced to include some practical advice about securing customer data. Additionally, we discuss a study that addresses the private sector uses of consumers' Social Security numbers ("SSNs"). This new section provides insights about the relationship between the SSN and identity theft, and explores approaches that would preserve the SSN's beneficial uses while curtailing its availability and value to identity thieves.

Chapter 11 has been enhanced to include an Identity Theft Risk Policy questionnaire. The questionnaire is comprehensive and questions the adequacy of goals and authority. A significant part of the questionnaire addresses risk management guidelines relating to identity theft.

Chapter 14 provides a sample of an Identity Theft Prevention Program. This example provides good direction for your banks when implementing Identity Theft Prevention Programs to detect, prevent, and mitigate identity theft and/or data fraud in connection with the opening of certain accounts or certain existing accounts.

The chapter also includes a copy of the revised identity theft brochure, *You Have the Power to Stop Identity Theft*, published by federal financial regulators. Lastly, several Identity Theft questionnaires are included. These questionnaires address implementation, development of an identity theft program, and covered accounts and services.

Incorporating this information into your existing manual will ensure that it remains the most up-to-date and reliable source for information regarding protecting your customers' privacy.

Your comments are welcome and we encourage your response to the *Protecting Customer Privacy* — how it has helped you, how it can be improved, as well as additional topics to include. To submit such comments, please contact me directly at jim.baker@sheshunoff.com. To ask questions, or for information about additional Sheshunoff products, please call 1-800-456-2340, or visit our Web site at www.sheshunoff.com.

Yours sincerely,

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