



# ***NEWS RELEASE***

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**FOR IMMEDIATE RELEASE**

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**AFFINION AND NAFCU SERVICES RELEASE FREE PODCAST:  
'BEYOND LOCKDOWNS: COMPREHENSIVE STRATEGIES  
FOR ID THEFT PROTECTION'**

WASHINGTON — Affinion Group (a NAFCU Services Preferred Partner) and NAFCU Services Corporation have unveiled a free podcast discussing the best ways for credit unions to protect their members for a variety of ID theft scenarios.

The free podcast is available online at [www.nafcu.org/affinion](http://www.nafcu.org/affinion) and at [nafcuservices.podbean.com](http://nafcuservices.podbean.com) (with show notes and links).

The podcast features an interview with Tom Rusin, CEO of Affinion Group North America, an industry leader in providing comprehensive ID theft protection for credit unions and their members. Tom provides an overview of the most common ID Theft scenarios, from credit card fraud to identity appropriation, and matches them up with solutions.

“Much of the attention seems to be focused on credit card fraud, and on simplistic solutions like locking down credit applications,” said Rusin. “But when the federal government looked at how identities were really being compromised and misused, it found that locking down credit only addresses 22 percent of the cases. So consumers and credit unions using credit lockdowns as an approach are being lulled into a false sense of security.”

“Whether the source of compromise is phishing, vishing, spearfishing or compromised networks, safeguarding members’ identity is an issue that goes to the core of the credibility of credit unions as financial institutions,” said David Frankil, president of NAFCU Services Corporation. “Survey after survey has shown that consumers expect



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their primary financial institution to help them prevent and, if necessary, address the problems caused by ID theft."

As a global leader with nearly 35 years of experience, Affinion Group ([www.affiniogroup.com](http://www.affiniogroup.com)) enhances the value of its partners' customer relationships by developing and marketing valuable loyalty, membership, checking account, insurance and other relevant products and services. Leveraging its expertise in product development and targeted marketing, Affinion helps generate significant incremental revenue for more than 5,300 affinity partners worldwide, including many of the largest and most respected companies in financial services, retail, travel, and Internet commerce. Based in Norwalk, Conn., the company has approximately 3,300 employees throughout the United States and in 10 countries across Europe. Affinion holds the prestigious ISO 27001 certification for the highest information security practices, and is PCI compliant and Cybertrust certified.

NAFCU Services Corporation is a wholly owned subsidiary of the National Association of Federal Credit Unions (NAFCU). Since 1975, NAFCU Services has partnered with the industry's leading solutions providers to offer value-added products and services at a discount to credit unions. Currently, it offers 28 Preferred Partner programs to the credit union community. For more information about NAFCU Services Corporation, please visit [www.nafcu.org/nafcuservices](http://www.nafcu.org/nafcuservices).

To learn more about NAFCU Services, please visit our website at:

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