

WHAT WOULD YOU DO IF YOU BECAME A VICTIM OF IDENTITY THEFT?

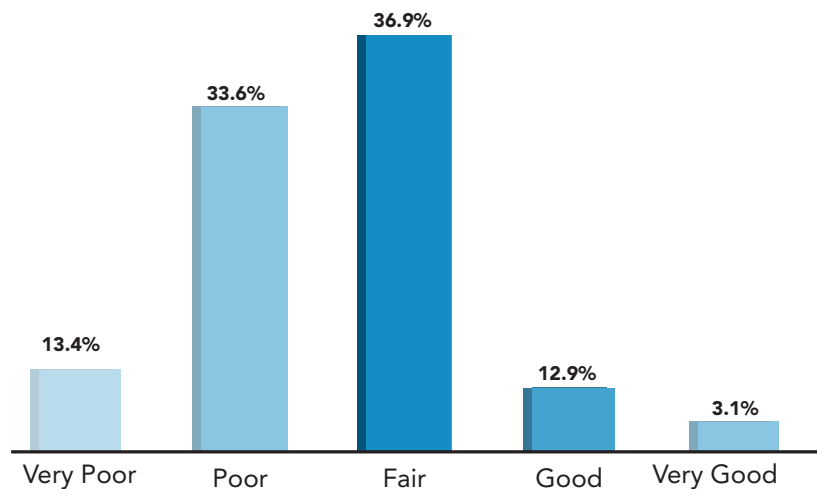




According to new research, 83% of Canadians responding to a survey on identity theft don't know the steps required to restore their identity following a breach. The majority of respondents, about 65%, also rated their knowledge on the financial impact associated with having their identity stolen as fair or worse.

The research, which delved into the basics of identity theft, was commissioned by a Canadian identity restoration service provider, **dragonfly id**. In consultation with ThinkHatch, Haven Insights launched the survey via Fulcrum Exchange to a sample of 425 Canadians from March 2 to March 6, 2018. The study's sample is a Canadian national representation template. By design, it approximates the Canadian population on age, gender, income and region, in order to gain a holistic perspective on the survey's topic.

83% OF RESPONDENTS DO NOT HAVE A GOOD KNOWLEDGE OF THE STEPS NEEDED TO RESTORE THEIR PERSONAL IDENTITY ONCE IT HAS BEEN STOLEN.



N=425; How would you rate your knowledge on the steps needed to restore your personal identity once it has been stolen?

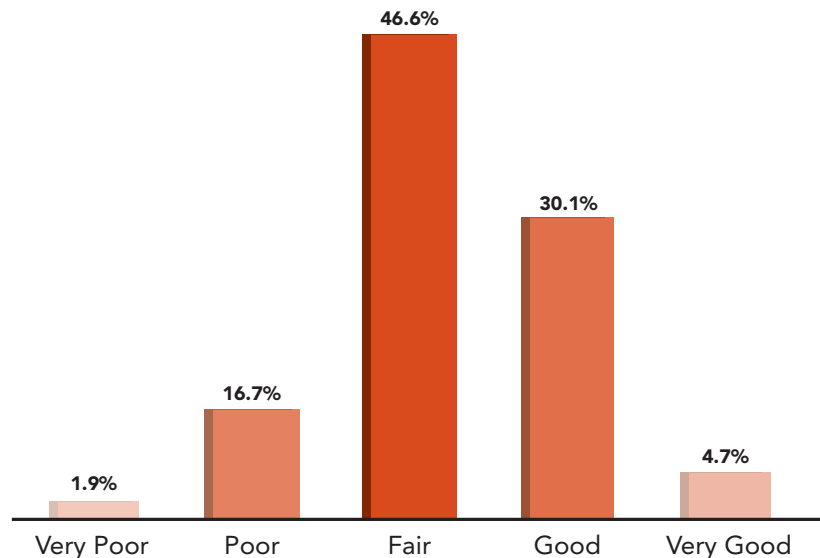


The survey was launched to discover the knowledge Canadians have around identity theft and the steps required to restore their identity once a breach has been made. According to numbers from the National Bank of Canada, 20 611 Canadians were victims of identity fraud in 2014, up 20% from 17 094 in 2012. Data compiled in the research by **dragonfly id** showed that in 2017 one in four respondents had had their identity stolen or known someone who had.

Concerns about online identity theft of personal data and records were highest for young respondents. As age increased, concerns about online identity theft of personal data and records tended to decline.

In addition to not being confident on the steps to take if their identity had been compromised online, more than 65% of respondents rated their knowledge about the ways thieves can steal identity as fair or worse, with less than 5% of people rating their knowledge as very good.

RESPONDENTS ACKNOWLEDGE THEY ARE UNAWARE OF THE WAYS THIEVES CAN STEAL THEIR IDENTITY.



N=425; How would you rate your knowledge about the ways thieves can steal your identity?

80% of Canadians
were unclear on
the difference
between identity
reimbursement
and identity
restoration.

Estimates about the number of hours it takes to restore someone's identity once it has been stolen varied amongst respondents, but almost half (46%) said they thought it would take less than 50 hours to do so.

According to Karey Davidson, President of **dragonfly id**, a low-level identity theft breach could take between two to five weeks to resolve, while a more comprehensive breach could take up to six months and anywhere from 50 to 175 hours to resolve. *"Canadians are becoming increasingly more concerned with the impact of identity theft on their personal and financial lives."* says Davidson. *"They are unsure about how to deal with the fraud that can result and, in particular, the time and the steps that it takes to resolve a breach."*

The majority of Canadians responding to the survey were also unclear about the personal and financial toll that identity theft might have. Of the respondents, 63% rated their knowledge about the personal impact associated with losing their identity as fair or worse, while nearly three-quarters (74%) of respondents rated their knowledge of the financial costs associated with restoring their identity as fair or worse. Canadians were consistent in identifying their lack of knowledge on the topic of identity theft. This includes the data that shows 62% of respondents feel they do not know how to protect themselves against identity theft.

When it comes to the services available to help with identity theft, 80% of Canadians were unclear on the difference between identity reimbursement and identity restoration. However, respondents did see the value in identity theft restoration, with 83% stating that they see the benefit in a service that restores their identity and saves them time.



Identity Reimbursement Program

Reimburses some expenses (up to a maximum amount) that were incurred as a result of identity theft, while the victim is responsible for navigating the system to restore their identity



Identity Restoration Program

A service that works with or on behalf of a victim to restore one's identity, credit and good name that were lost as a result of identity theft

Davidson notes, "There is no doubt that restoring one's identity after a breach can be a time consuming and overwhelming process. An increasing number of Canadians are seeing the value in having experts work on their behalf to manage the entire process for them."

Actual or suspected frauds can be reported to the Canada Anti-Fraud Centre (antifraudcentre.ca or toll free at **1-888-495-8501**).

For more information visit www.dragonflyid.ca



TOP FIVE CONCERNS RESPONDENTS HAD ABOUT IDENTITY THEFT:

1. Physical theft of financial data (bank/credit/debit cards)
2. Online identity theft
3. The worry of stolen documents being used for fraud
4. Physical theft of personal documents
5. Having to spend time replacing stolen documents



About dragonfly id

dragonfly id is a Canadian owned company leading the way in offering the most comprehensive and innovative identity restoration service available to Canadians. **dragonfly id**'s team of certified fraud experts, including law enforcement personnel and lawyers, works with members who become the unfortunate victims of identity theft. In the event one's identity has been compromised, **dragonfly id** is a peace of mind, 24/7 service that restores a member's personal identity allowing them to continue with their daily routine.



About ThinkHatch

ThinkHatch is a Toronto-based, strategic marketing communications agency. Founded in 2017 on an innovative agency structure within the marketing world, ThinkHatch prioritizes producing the utmost quality work for their clients, while emphasizing life balance and well-being for its staff. ThinkHatch leverages a cloud-based, 24/7, freelance network of inspirational team members offering unique expertise in media, strategic marketing, digital, public relations, branding, and event management.



About Haven Insights

Haven Insights is a Washington, DC-based, full-service market research firm. Founded in 2016, Haven delivers high-quality quantitative and qualitative market research solutions to innovative organizations around the world, empowering decision-makers to make the right decisions with real-world consumer data. Haven's team of experts includes seasoned analysts and Ph.D.-level consultants from both commercial and academic backgrounds, offering a wealth of expertise surrounding statistical methods, in-depth qualitative analysis, and sound data collection.