



A True Tale of Millennials and Identity Theft

By Staci Wright, Sollievo Group, LLC

In the last few years, technology has expanded in ways that make identities so much easier for fraudsters to steal. With auto location settings on mobile devices, information-gathering apps and the big one...social media...it's not really a surprise that identity theft happens every two seconds.

Millennials (and now the generation behind them) spend much of their time on social media, which is the number one spot for identity thieves to steal information. While they may put their lives out there for the world to see, millennials are not ignorant to the threat of identity theft.

And as people who grew up with the Internet and who are connoisseurs of information in their own right, millennials are better than ever at educating themselves on the dangers to their personal information.

As credit unions, millennials now make up a good chunk of our memberships and even our staff. They not only want, but expect, their financial institutions to have security measures and fraud defense measures built in to their operations.

So what can your credit union do to make sure that your millennial members and employees feel safe? Offer identity theft services.

Whether these services include identity theft monitoring and resolution, or simply education, you can make a world of difference to your millennial members and your membership as a whole. In fact, just acknowledging the threat of fraud may sway more millennials to join your credit union.

Sollievo just released a new suite of identity theft protection services, powered by IDT911, that you can use to make your credit union even safer and boost your reputation for security. And we offer everything from educational and proactive prevention services, to 24/7 monitoring and business data breach services.



Don't be fooled by millennials. Just because they share their personal moments with the world doesn't mean they take identity theft lightly. Identity protection is a high priority for millennials and all your members alike, so make your credit union a place known for fraud protection and information security!

About Staci Wright

Ms. Wright has worked in the financial industry for nine years and was responsible for meeting compliance regulations by conducting internal branch audits and creating procedures. Ms. Wright assists the senior consultants with the execution of assessments, impact plans, training, policy reviews and compliance needs for Sollievo's clientele.

About Sollievo

Sollievo Group, LLC is a wholly owned CUSO of Mid-Atlantic Corporate Federal Credit Union located in Middletown, PA. Sollievo (pronunciation: sol'ljevo), an Italian word that means relief, offers a comprehensive collection of risk-management products and services to credit unions. Sollievo's mission is to provide peace of mind and help meet compliance obligations and improve the overall risk posture of credit unions. Services include enterprise risk management, information security services, training, business continuity services, and more. For more information, please visit www.sollievo.com.
