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AkPIRG calls on Legislature to Improve Identity Theft Laws in Wake of ChoicePoint Security Breach

- Over 30,000 Californians affected - Only state with laws requiring notification.
- Up to 145,000 people may have been the victims of Identity Theft.

AkPIRG called on the Alaska Legislature to enact more safeguards to protect consumers from Identity Theft in the wake of the Choicepoint, Inc. security breach.

"This highlights the vulnerability of consumers to ID theft, especially at big data clearinghouses like ChoicePoint," said AkPIRG's Steve Cleary. "That's why the Alaska Legislature needs to step in and protect Alaskans. We have model Identity Theft Legislation that will do this and we are calling on the legislators in Juneau to protect Alaskan consumers," Cleary continued.

Choicepoint has sent a warning notice to 30,000 California residents about this security breach. Individuals outside California may have been affected too, but only California law requires the company to disclose security breaches to residents. The company has agreed to send notice to all consumers who may have been affected.

AkPIRG and Consumers Union are urging lawmakers to enact new identity theft protections like giving consumers the right to lock up their credit files with a security freeze and requiring companies to notify consumers when sensitive customer information has been compromised.

Four states already have security freeze laws on the books and another 12 states are considering adopting the safeguard. California is the only state that requires companies to notify customers about breached security. Other states are beginning to look at such notification requirements.

Model Legislation is available at:
<http://www.pirg.org/consumer/credit/PIRGUCleanAct.pdf>