

## myTrueIdentity

### A key to safeguarding personal identity

TransUnion's *myTrueIdentity* platform allows consumers to access their credit information and offers specific features designed to help safeguard their identity in response to the potential compromise of information involved in a cyber security incident.

#### *myTrueIdentity* includes:



TransUnion credit monitoring alerts with email notifications to key changes on a consumer's credit file. In today's virtual world, credit monitoring alerts are a powerful tool to protect against identity theft, enable quick action against potentially fraudulent activity, and provide overall confidence to potentially impacted consumers.



Unlimited access to online educational resources concerning credit management, fraud victim assistance and identity theft prevention.



Unlimited online access to the TransUnion credit report, updated daily. A credit report is a snapshot of a consumer's financial history and primary tool leveraged for determining credit-related identity theft or fraud.



Unlimited online access to the TransUnion CreditVision® Risk score, updated daily. A credit score is a three-digit number calculated based on the information contained in a consumer's credit report at a particular point in time.

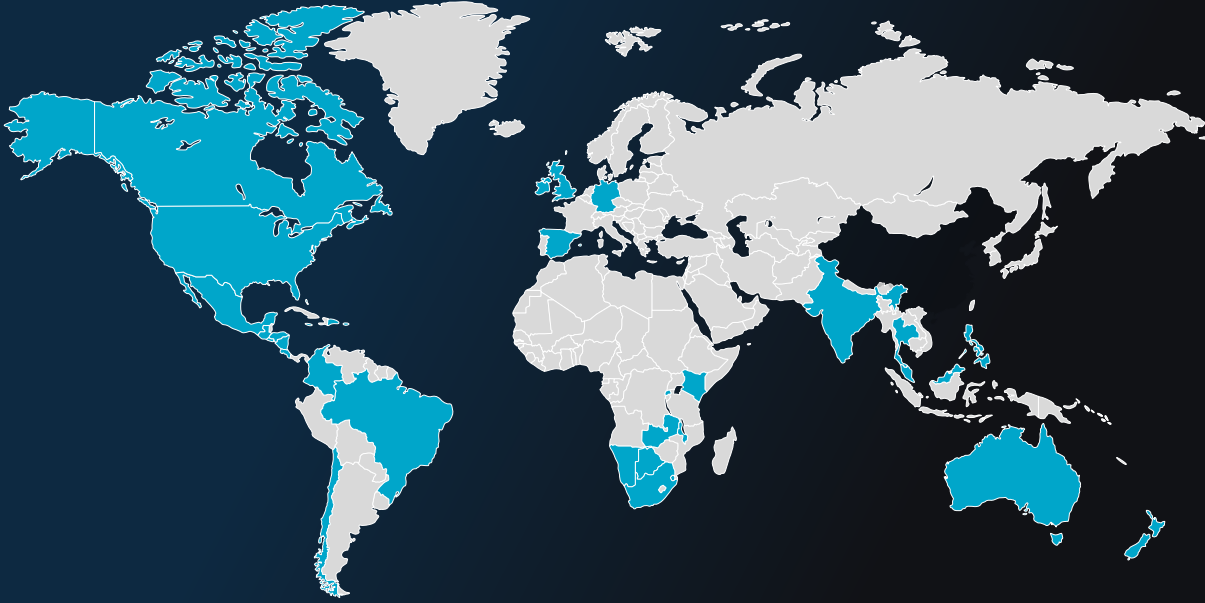


Dark Web Monitoring to provide monitoring of surface, social, deep, and dark websites for potentially exposed personal, identity and financial information in order to help protect consumers against identity theft.



Identity Restoration Services provides consumer access to specialized agents who are available to assist with identity theft questions and will help resolve any identity theft, including eligibility for up to \$1,000,000 of expense reimbursement insurance.

## TransUnion's Global Presence



### Readiness. Response. Remediation.

Evolving, global cyber threats impact Canadian consumers, regardless of their demographic characteristics. Developing an efficient and effective response strategy is important to successfully respond to a cyberattack. TransUnion aims to enable organizations to equip consumers with a solution

that helps combat identity theft, mitigate impacts to an organization's reputation and credibility and rebuild overall trust. By taking a proactive approach to a cyber incident, organizations can better protect consumers as well as help to reduce their own financial losses.

## Why TransUnion?

TransUnion delivers comprehensive incident response solutions to support organizations in their effort to combat global cyber threats.

### Efficiency and effectiveness

Two important elements of a successful incident response plan. Our team is available to support organizations with their evolving response strategy and mitigation.

### Innovation

TransUnion strives to evolve its solutions and bring new features to market. The *myTrueIdentity* platform is responsive, adaptive, mobile-optimized and user friendly — contributing to an improved consumer experience.

### Brand reputation and credibility

Choose a response partner with a solid, global reputation that you genuinely trust. Give consumers peace of mind with robust remediation support from TransUnion.

### Flexibility

Our team is readily available to provide consultation with innovative solutions and adaptive pricing. Every cyber security incident is unique and your remediation strategy must adapt to various demographics.

## It's a matter of "when" not "if"

Prepare your response to a data security incident now. Contact [breachteam@transunion.com](mailto:breachteam@transunion.com), call 289-962-4226, or visit [transunion.ca/solution/data-breach-services](https://transunion.ca/solution/data-breach-services).