

October 17-23, 2010 Marks Third Annual National Protect Your Identity Week

Identity theft is a serious crime affecting more than 10 million Americans every year, according to the Federal Trade Commission (FTC). To raise awareness of this issue and equip consumers with the tools to protect themselves, Office of Consumer Affairs and Business Regulation Undersecretary Barbara Anthony encourages Massachusetts consumers to participate in National Protect Your Identity Week (PYIW), which is slated for October 17-23, 2010.



Launched three years ago by the National Foundation for Credit Counseling (NFCC) and the Council of Better Business Bureaus (BBB), National Protect Your Identity Week aims to educate consumers about the importance of securing their personal information from would-be identity thieves.

Consumers can find PYIW educational events in their area, hosted by local NFCC and BBB members, or other partners, by visiting www.ProtectYourID-Now.org. Consumers can take advantage of identity theft workshops, onsite shredding, and credit report reviews. The website also includes identity theft protection tips, videos, an interactive quiz to assess an individual's risk of identity theft, and resources for victims. The website is also available in Spanish at www.CuideSuIdentidad.org.

For more information about identity theft prevention and awareness, including a consumer guide about the topic, visit the Consumer Affairs website at Identity Theft or call the Consumer Hotline at (617) 973-8787 or toll free at (888) 283-3757.

If you think your identity has been stolen, contact the FTC at 877-IDTHEFT (877-438-4338) or visit www.ftccomplaintassistant.gov.

