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Homeland Security Industry to Hosts Identity Theft Marketing Workshop

The Michigan Homeland Security Consortium (MIHSC) will host an identity theft compliance and marketing workshop at Automation Alley in Troy, August 17, 2:30 pm - 4:00 pm. Michigan businesses, universities and non-profit organizations are encouraged to attend to learn how to protect critical customer data and use “data security planning” as a marketing tool. Register for the conference by email to: bcargill@mihsc.org. Cost to attend is \$10 at the door.

Delayed since November, businesses now face a new August 1, 2009 deadline for complying with the Federal Trade Commission (FTC) “Red Flag” rules for preventing identity theft and protecting critical data. All businesses and organizations should become aware and informed of the risk presented by the Red Flag Rules and especially if the company extends credit.

Featured speakers are Tom Glanville and Frank Mitchell, of Identity Theft Loss Prevention, LLC, and other data security experts. Sponsors include the Michigan Homeland Security Consortium, Encryption Security Solutions/Pure Entropy Technologies, RazorThreat, Inc., Miller, Canfield, PLC, and Identity Theft Loss Prevention, LLC.

Currently, the Privacy Rights Clearinghouse has documented more than 260 million records have been compromised from businesses, government agencies, schools and other organizations. “Most people think of identity theft as theft of financial data, yet businesses house more non-financial information that also needs to be protected,” said Tom Glanville, President and CEO of Identity Theft Loss Prevention, LLC, of Ottawa Lake, Michigan.

“This workshop will include the scope of identity theft, current legislation, common methodology used by thieves, and actions that organizations can take to comply with the law and mitigate losses due to identity theft, said Kevin Lasser, President of Encryption Security Solutions/Pure Entropy Technologies, LLC, and President of MIHSC. “Not only will this workshop help companies reduce their legal liability for breach of data but also help companies learn to use data security planning as a marketing tool,” said Lasser.

To learn more about FTC, Red Flag Data Security Regulations or membership in the Michigan Homeland Security Consortium, visit www.MIHSC.org. Additional information is available at the Federal Trade Commission website at: <http://www2.ftc.gov/bcp/edu/microsites/idtheft/>

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About the Michigan Homeland Security Consortium (MIHSC)

The Michigan Homeland Security Consortium is a non-profit industry organization dedicated to driving the development, growth and awareness of the Homeland Security Industry in the State of Michigan. MIHSC serves a targeted membership of Michigan-based developers and manufacturers of products, technologies and services, specific to Homeland Security, as well as those companies and organizations affiliated with the industry. More information is available at www.mihsc.org.

August 17, Workshop Sponsors:

Michigan Homeland Security Consortium

Encryption Security Solutions/Pure Entropy Technologies, LLC

RazorThreat, Inc

IDentity Theft LOSS Prevention, LLC

Registration is limited to capacity of the room. Please register by email to bcargill@mihsc.org