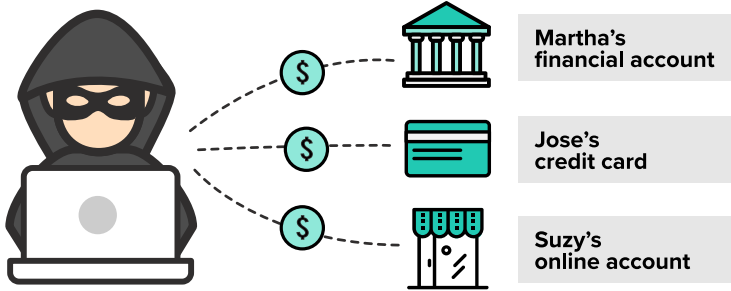
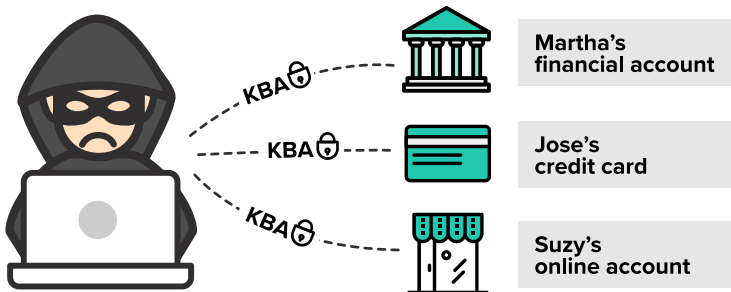


No to SB 362:

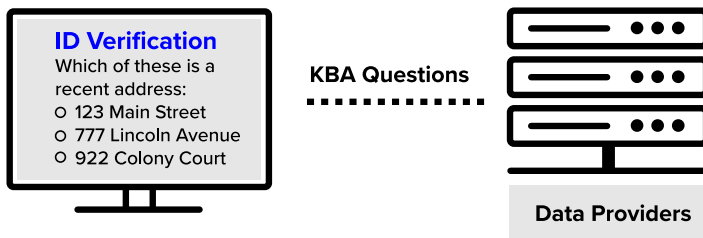
Don't Delete the Data Used to Prevent Fraud and Identity Theft



Hck3r is an **identity thief**. Hck3r impersonates unsuspecting people online, so he can open fake accounts, hack into their financial services, and steal their money. Then he—and the money—disappear.



Business has been slower for Hck3r recently because credit card companies, financial institutions, and online stores have been using a tool called **Knowledge-Based Authentication (KBA)** to confirm their customer's identities, thus preventing fraudulent activity and identity theft.

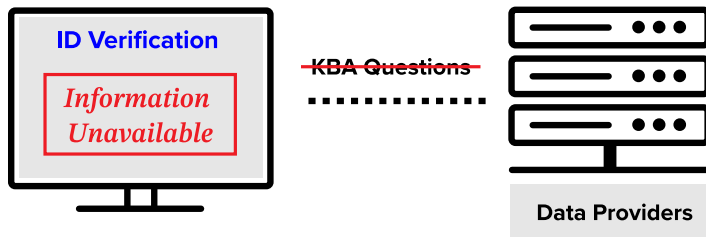


KBA confirms a person's identity by asking them a series of questions to which only the real individual would know the answer.

Common KBA questions might include asking a person to select a past address, an old phone number, or the year and model of a former car from a list of choices.

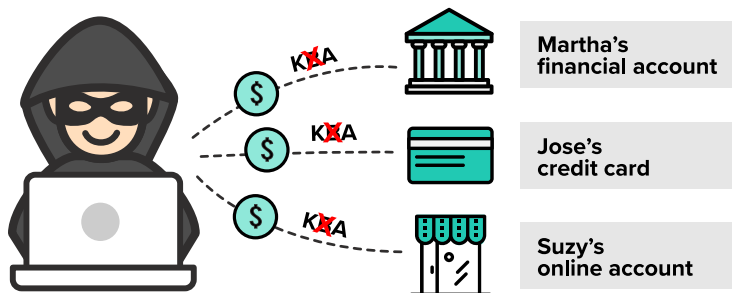
The information in each question is generated dynamically from information about that person obtained from data providers (or data brokers), so it is nearly impossible for an identity thief or other criminal to accurately guess the questions.

No to SB 362: Don't Delete the Data Used to Prevent Fraud and Identity Theft



Unfortunately, **SB 362** would delete much of the information provided by data brokers to power KBA tools.

Without that data, KBA tools won't work, making it harder for people to confirm their identities, adding time and paperwork to the account application or confirmation process, and creating new gaps in the system for criminals to exploit.



Hck3r really likes **SB 362**. He knows it will be great for business.

If SB 362 is enacted, Hck3r knows the robust data ecosystem used to prevent fraud could disappear, making it easier for him and his criminal associates to impersonate innocent people and take their money.



DON'T vote for Hck3r.

California legislators should take the time to thoughtfully consider and address the many concerns around SB 362 by postponing consideration of the bill until next year.