



## **IDTELi Announces New Program Launch to Help Hardware Stores Comply with Identity Theft Laws**

IDTELi's unique turnkey 2-in-1 Compliance Programs include comprehensive materials and security tools which address compliance for both "Red Flags Rule" and state ID Theft laws.

FOR IMMEDIATE RELEASE

*PRLog (Press Release) - Feb. 9, 2014 - TIGARD, Ore. -- IDTELi, LLC.*, a leading provider of identity theft prevention training and security products, is pleased to announce the launch of its new comprehensive ID Theft Laws Compliance Programs for the hardware store industry.

Many businesses overlook identity theft risks and the financial damage this growing problem poses to every small and mid-size company and its customers. The Better Business Bureau has reported small businesses are prime targets for identity theft and attacks are growing every year. They go on to say that small businesses are the most vulnerable and cannot afford the financial damage resulting from identity theft or a data breach.

Federal law Red Flags Rule and state ID Theft breach notification laws have been enacted to protect consumers from identity theft resulting from business handling practices regarding personal information.

In addition to employee training, Red Flags Rule requires small businesses to have a written ID theft prevention program in place. Aside from meeting legal requirements, a sound program should be considered a key element to every business risk mitigation strategy and "best practices."

Brenda Eaden, IDTELi President/CEO states "Our firm recognized the biggest challenge facing most small and mid-size businesses is in knowing how to implement a security program that will meet compliance standards." She also said "The majority of Red Flags Rule solutions on the market are essentially guides, or online tools requiring many days to weeks for businesses to do the heavy development lifting -- increasing their compliance frustration level. However, the IDTELi affordable **2-in-1 Compliance Programs** offered through its **HardwareBizCompliance.com** division are complete and requires minimal customization."

Even though IDTELi's unique comprehensive compliance solutions require only a few hours to complete, the firm felt it could do more to assist businesses. As a result IDTELi is including one hour of free personal consulting to help businesses understand how to customize and deploy their security program. Brenda goes on to say "By providing free consulting, this jumpstart will save considerable time and money to ensure efficacy of their security program, and help hardware stores embrace the importance of meeting compliance which also protects their business from risk."

IDTELi also realized most businesses were in need of more than a written security program and employee training. Computers are the first place cyber thieves go to easily steal information using a number of malware attack methods which 97% are undetectable by most major anti-virus programs. To further help secure businesses, IDTELi has partnered with **Zemana Technologies** to offer its keystroke encryption software **AntiLogger** at a special price to IDTELi hardware store clients. IDTELi researched the global marketplace and found Zemana's AntiLogger offers a variety of critical protections beyond keystroke encryption thus making it superior to all other similar software solutions currently available.

IDTELi's **HardwareBizCompliance.com** division will be reaching out to Ace Hardware, True Value and Do it Best hardware stores in the coming weeks to assist in helping owners in scope of the laws, meet their compliance responsibilities.

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### **About IDTELi**

IDTELi (ID Theft eLearning Intelligence), located in Tigard, Oregon is the leader in workforce identity theft security training. IDTELi also provides ID Theft prevention compliance programs, consulting services and encryption software to enhance corporate security programs.

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