



NEWS FROM SCDCA

SOUTH CAROLINA DEPARTMENT OF CONSUMER AFFAIRS
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FOR IMMEDIATE RELEASE

One Month Later: SCDCA's Identity Theft Unit Reaches More Than 16,000 People

Columbia, SC... The South Carolina Department of Consumer Affairs (SCDCA) is celebrating the first month of outreach activities implemented by its new Identity Theft Unit. Launched on October 1, 2013, the Unit has been responding to consumer inquiries, developing outreach campaigns, and presenting to various groups. Some of the initiatives that the Unit has engaged in are:

- **Tele-Town Hall**- In conjunction with AARP, SCDCA was able to reach nearly 14,000 consumers on a Tele-Town Hall call. The topics were state and federal identity theft laws and the new protection service offered by the Department of Revenue.
- **Senior Day** – Through participation with AARP, the Unit reached more than 2,000 elderly consumers during Senior Day at the State Fair. SCDCA staffers answered consumer inquiries and disseminated a variety of educational materials.
- **Law Enforcement Training**- SCDCA partnered with the SC Attorney General's Office to provide training on state identity theft laws to 50 local law enforcement representatives.
- **Financial Identity Fraud and Identity Theft Protection Act Workshop**- SCDCA held its third workshop for state agencies covering updates on SC's identity theft law and recent developments in the area of identity theft. Representatives from more than 40 state agencies attended.
- **Public Records Association**- Staff presented to more than 100 consumers at the South Carolina Public Records Association meeting, speaking on identity theft and scams.
- **Cyber Security Panel** - SCDCA partnered with the University of South Carolina for a panel discussion on privacy rights.

- ***Identity Theft: What You Need To Know*** – SCDCA released this comprehensive brochure designed to give South Carolina consumers the identity theft information they need most in a direct and easy to read format.
- ***Telephone Calls***- Since the go-live date of October 1st, the Unit fielded nearly 500 calls. Questions ranged from “How do I sign up for the new protection service offered by Department of Revenue?” to “How can I place a security freeze?”

Consumers who would like more information on SCDCA or the new Identity Theft Unit should call 800-922-1594 or visit www.consumer.sc.gov and click on the “*Identity Theft Resources*” tab. Additionally, consumers who believe they are a victim of identity theft can complete and submit an Identity Theft Intake Form for assistance from the Unit.

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SCDCA aims to protect consumers from inequities in the marketplace through advocacy, complaint mediation, enforcement and education. To file a complaint or get information on consumer issues, visit www.consumer.sc.gov or call toll-free, 1.800.922.1594.

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