

NO EMBARGO

**October 18 – 24, 2011 is National Identity Fraud Prevention Week.**

**It's one of the UK's fastest growing crimes. Identity fraud makes no distinction, and creates mayhem for individuals and businesses alike. Research suggests that even more could, and should, be done to better protect ourselves from identity fraud.**

National Identity Fraud Prevention Week is a nationwide effort to raise awareness about identity fraud. So how can you protect your identity and safeguard your business? **RFIDprotect** is a Bedfordshire-based company that offers a range of resources to help you and your business avoid the costly and debilitating effects of this crime.

The UK government takes the business of cyber-crime very seriously and US Secretary of State Hillary Clinton is to address London's first cyberspace conference early next month, which aims to start a high-level debate between people working in cyberspace throughout the World. Hosted by Foreign Secretary William Hague, the conference aims to help both private and public sector representatives better understand how to safeguard opportunities in cyberspace.

The London Conference will also consider wider societal issues including cyber threats, online safety, and how governments can effectively regulate the internet.

William Hague said,

*"...the threat is real: there are approximately 20,000 malicious emails sent to British government networks every month; 1,000 of these were deliberately sent to attack these networks."*

*"We must start to act now if we are to protect and preserve the tremendous opportunities that the development of cyberspace offers us all."*

David Maxwell, Director of **RFIDprotect** said,

*"...as more of us start using smart phones, e-passports and contactless cards, (all of which potentially link to databases in cyberspace), we need to be extra vigilant about how criminals might seek to exploit this."*

*"... **RFIDprotect** is pleased to support the work of Bedfordshire Police Partnership Trust; helping to promote a better understanding of how individuals can protect themselves from ID theft and unauthorised access to secure facilities."*

*Notes to editors:*

**About RFID Protect:**

**RFIDprotect** supply a range of sleeves, wallets, and ID card shields that are designed specifically to offer protection against unauthorised access to 'contactless technology'. RFID enabled devices that you may already possess include, but not exclusively, credit cards, passports, identity cards, Oyster cards, ski-passes and many passes for electronic 'swipe card' door entry systems. Components can be extremely small, and you may not even be aware that an item you carry about every day is already RFID enabled!

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**For further media enquiries please contact:**

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Our 2012 product portfolio can be downloaded at:

[http://www.rfidprotect.co.uk/downloads/rfidProtect\\_brochure.pdf](http://www.rfidprotect.co.uk/downloads/rfidProtect_brochure.pdf)

Various case studies on how RFID technology is changing our lives can be downloaded at:

<http://www.rfidprotect.co.uk/resources.html>

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## 5 things you may not know about **RFIDprotect**

*We're often accused by others of hiding our light under a bushel.*

*So, here are 5 things you might like to know about **RFIDprotect**...*

### **#1 We don't do anything else.**

It's true! As the only dedicated supplier in the United Kingdom for 'anti-skimming' RFID shielding products, you can be sure of a first rate service – because we don't do anything else. We won't try to sell you key fobs, USB sticks or even a free pen for that matter – just simple, effective products that when used correctly will help protect you from contactless crime. It's that simple!

### **#2 We manufacture too.**

It's not just our current range of stock that you might be interested in. With a European manufacturing base there's no limit to the range of bespoke RFID shielding products that we can make for you. Whether you're a large corporation, industrial designer, or an individual working out of a garden shed – don't worry, because we can find solutions to meet your particular needs. We are pleased to count Europe's largest defence contractor amongst our many satisfied clients.

### **#3 An award winning design team at your disposal.**

Products, packaging and print – we do the lot! If you've got a great idea for the 'look and feel' of your product then our in house design team will do the rest – just give us a call to discuss what might be possible. We also retain the services and expertise of an award-winning freelance copywriter with over 3 decades experience working as a senior writer and creative director at top London and International advertising agencies.

### **#4 Traditional customer care in a technological age.**

Yes, it exists even in this technological age! We pride ourselves on providing traditional customer care, and are not satisfied with our service until you are. We don't have an automated phone system with premium tariffs and dozens of menu options – if we're not in the office, then we don't answer calls or emails! (But you might want to drop us a line or leave a message, because we will always get back to you as soon as is possible.) Of course, if you're someone who likes to poke, tweet or just wants to hear our latest news then we'd love you to follow us on Facebook and Twitter.

### **#5 We care about crime reduction.**

With over fourteen years experience in law enforcement and security, we've seen some pretty ingenious crimes in our time. We've also witnessed at first hand the distress caused to victims and remain committed to helping improve things. When we saw the opportunity to combine practical and timely crime reduction information, with a terrific product we just had to do our bit.

**We're aiming to make your contactless experience even more secure.**

**We hope we'll be doing it for a long time to come.**



ENDS.

**24 October 2011**