



READ & REACT TODAY



The association has received numerous calls from dealers regarding these new rules and its effect on dealers. Preventing identity theft among our dealers is of major concern to the association. These rules are designed to provide customers and employees with protection against becoming an innocent victim of identity theft. Given the cost of a security breach - losing your customer's trust and perhaps even defending yourself against an employee lawsuit - safeguarding your customers and employees personal information is just good business practice.

The ADRS Program offered by Toolchex Inc. is designed to assist dealers in the federally mandated FACTA & Red Flags compliance process. This program provides a "Culture of Security" and offers an Affirmative Defense against the liability & exposure due to a data breach within your company. The following services are provided as a part of the ADRS Program at no charge to the business owners:

- **Appoint an Information Security Officer**
- **Provide a written Sensitive Information Policy**
- **Provide the Required Identity Theft Training for all employees**
- **Have all employees sign a "Use of Confidential Information" Agreement**
- **Provide an Employee Mitigation Plan-In the form of an Employee Benefit**
- **Provide compliance related assistance with 3rd party vendor management**

The employee benefit, as an integral part of the mitigation plan, provides Identity Theft protection and complete restoration to the employee and his/her family when identity theft occurs.

This association membership service will be administered by Rick L. Jensen, Certified Identity Theft Risk Management Specialist with Toolchex Inc. If you would like more information or assistance, please fill out the form below and fax to **(801) 747-3405** Attention: Rick L. Jensen.

Sincerely,

Jeffrey H. Flora

ADRS
Affirmative Defense Response System

Please have a representative contact me to arrange ADRS Training.

Please have a representative contact me to give me more ADRS details.



638 West 39th Street
Kansas City, MO 64111
(800) 762-5616

Dealership _____

Contact _____

Address _____

Phone _____ **Fax** _____

Contact Email _____

of Employees _____ **# of Locations** _____