

*Note: The following PSA may be used as a guideline when writing your own PSA on identify theft.*

## **PUBLIC SERVICE ANNOUNCEMENT**

### **Identity Theft 60-second PSA**

**CONTACT: [chapter contact]  
[phone number]  
[email address]**

Identity theft is a fastest-growing crime. To reduce your chances of becoming a victim, the CPCU Society [chapter name] Chapter, reminds you to:

- Be aware of your surroundings when using an ATM, a public telephone or your cell phone. Criminals can make off with important numbers by looking over your shoulder, or listening while you give out a credit card number to reserve a hotel room or rent a car.
- Do not give out personal information if you receive an unsolicited call. For example, if an alleged bank representative calls you asking for account verification, it is probably a fraudulent call.
- Install anti-virus software and a firewall to make the information on your computer more secure.
- Shred papers with personal or financial information before putting them in the trash, including credit card and loan applications, cancelled checks, and documents containing Social Security numbers.

This message is brought to you by the CPCU Society [chapter name] Chapter. CPCUs are certified experts in the property-casualty insurance industry.

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### **About the CPCU Society**

*The CPCU Society is a community of credentialed insurance professionals who promote excellence through ethical behavior and continuing education. The Society's more than 25,000 members hold the Chartered Property Casualty Underwriter (CPCU®) designation, which requires passing eight rigorous undergraduate- and graduate- level examinations, meeting experience requirements, and agreeing to be bound by a strict code of professional ethics. The CPCU designation is conferred by The Institutes. More information about the CPCU Society is available at [www.cpcusociety.org](http://www.cpcusociety.org).*