

Identity Theft Expert and MyLaptopGPS: Laptop Theft the Culprit in Nearly Half of Data Breaches in Australia, Research Reveals

(BOSTON, Mass. - Nov. 7, 2008 - IDTheftSecurity.com) Research has revealed that nearly 80 percent of organizations in Australia experienced some form of data breach in the past five years, with 45 percent of those breaches being traceable to laptop theft. Widely televised and quoted personal security and [identity theft](#) expert Robert Siciliano directed leaders of organizations not only in Australia, but worldwide, to **MyLaptopGPS**, a [laptop tracking](#) and data recovery company whose mobile computing security technology can spare them from falling prey to laptop thieves in the first place.

"The choice is an obvious one," said Siciliano. "An organization can await the almost certain, financially prohibitive loss of data as the result of a security breach event, with nearly a one-in-two chance of that data going missing to thieves via a stolen laptop computer. Or that organization can take simple, far more affordable measures to secure its mobile computing equipment from criminals in the first place."

CEO of IDTheftSecurity.com and a member of the *Bank Fraud & IT Security Report's* editorial board, Siciliano leads Fortune 500 companies and their clients through presentations that explore security solutions for businesses and individuals. Author of "The Safety Minute: 01" and a longtime [identity theft](#) speaker, he has discussed data security and consumer protection on CNBC, NBC's "Today Show," FOX News Network, and elsewhere.

Nearly 80 percent of 156 major Australian organizations had experienced some form of data breach during the five years immediately preceding Symantec's survey of them earlier this year. Furthermore, 45 percent of these breaches, according to the computer security provider's [Data Loss Prevention Survey](#), and many had been struck by more than just one incident; just shy of 40 percent of these same 156 organizations, in fact, had experienced between 6 and 20 known data breaches during the same time period. As for the type of information lost, customer records had gone missing at the highest rate (55 percent). Intellectual property followed at 43 percent, and then came credit card details (21 percent) and financial information (20 percent).

"A steady stream of research from disparate sources, as well as the daily news, forces us to assume that the state of data security throughout the industrialized world is poor," said MyLaptopGPS' chief technology officer, Dan Yost, who invited readers to visit the [MyLaptopGPS blog](#) to discuss Symantec Australia's latest research and its context in relation to additional findings from others. "Never has an argument for the preventative implementation of security technology been stronger; the alternative -- to do nothing -- almost promises catastrophic financial consequences. MyLaptopGPS provides an affordable bulwark against the disaster of laptop theft."

MyLaptopGPS, a laptop security company mentioned in the [August 2008 issue of Inc. Magazine](#), maintains the [Realtime Estimated Damage Index \(REDI™\)](#), a running tally of highly publicized laptop and desktop computer thefts and losses. The REDI also assesses those losses' associated costs by drawing on estimates from the FBI and other sources that reflect the likelihood that identity theft and other crimes will occur whenever a computer is misplaced or stolen. At its website, MyLaptopGPS also keeps a [log of these high-profile laptop thefts](#).

MyLaptopGPS' anti-laptop theft technology combines Internet-based GPS tracking -- more effective than other forms of GPS for tracking and retrieving stolen laptops -- with other functionalities to secure mobile computing devices. A user launches MyLaptopGPS' features remotely, protecting data even while the machine is in a criminal's hands. Once connected to the Internet, the software silently retrieves, and then deletes, files from machines as it tracks the stolen or missing hardware -- at once returning the data to its rightful owner and removing it from the lost computer.

Additionally, MyLaptopGPS offers SafeRegistry™, a comprehensive system for inventorying entire fleets of mobile computers, as well as a full line of highly renowned SafeTags™, which are police-traceable property tags designed to secure iPods™, cell phones, BlackBerry™ devices, and other mobile property.

Readers may [download a demo](#) of MyLaptopGPS. A white paper [is also available](#).

"Our laptop fleet was certainly worth protecting," said Jim Sullivan, the network, systems and security administrator for FastForms, Inc. "We had procedures in place to help secure the machines, but we realized that we needed some key, additional layers of security, such as covert tracking and remote-controlled data recovery and destruction. MyLaptopGPS' solution is very easy to use, and we are quite satisfied. We would recommend MyLaptopGPS to any business seeking a simple solution to secure their laptops and data."

[YouTube video](#) shows Siciliano on FOX News Network, where he discussed this year's data security breach at Hannaford Bros. and provided consumers affected by the theft with the tips they needed to avoid paying for fraudulent charges to their bank accounts and credit accounts. To learn more about identity theft, a major concern for anyone who's lost a laptop computer to thieves, readers may go to [video of Siciliano at VideoJug](#).

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About MyLaptopGPS

Since 1984, Tri-8, Inc. (DBA MyLaptopGPS.com) has specialized in complete system integration. From real-time electronic payment processing software to renowned mid-market ERP implementations, the executive team at MyLaptopGPS has been serving leading enterprises and implementing world-class data systems that simply work. With MyLaptopGPS™, Tri-8, Inc. brings a level of expertise, dedication, knowledge and service that is unmatched. MyLaptopGPS™'s rock-solid performance, security, and reliability flow directly from the company's commitment to top-notch software products and services for almost 25 years.

About IDTheftSecurity.com

Identity theft affects us all, and Robert Siciliano, CEO of IDTheftSecurity.com and member of the *Bank Fraud & IT Security Report's* editorial board, makes it his mission to educate Fortune 500 companies and their clients. A leader of personal safety and security seminars nationwide, Siciliano has been featured on "The Today Show," CNN, MSNBC, CNBC, "FOX News," "The Suze Orman Show," "The Montel Williams Show," "Maury Povich," "Sally Jesse Raphael," "The Howard Stern Show," and "Inside Edition." Numerous magazines, print news outlets, and wire services have turned to him, as well,

for expert commentary on personal security and identity theft. These include *Forbes*, *USA Today*, *Entrepreneur*, *Woman's Day*, *Mademoiselle*, *Good Housekeeping*, *The New York Times*, *Los Angeles Times*, *Washington Times*, *The Washington Post*, *Chicago Tribune*, *United Press International*, *Reuters*, and others. For more information, visit Siciliano's [Web site](#), [blog](#), and [YouTube page](#).

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