

Identity Theft Expert and MyLaptopGPS: Research on Financial Services Firms' Data-Storing Practices Suggests Consequences of Laptop Theft Could be Severe

(BOSTON, Mass. - Jan. 14, 2009 - IDTheftSecurity.com) New research from PricewaterhouseCoopers LLP has revealed a number of worrisome trends in data security among financial services firms. The findings mean laptop computer security is as important as ever, according to widely televised and quoted personal security and [identity theft](#) expert Robert Siciliano. With the amount of data apparently left unaccounted for, [laptop tracking](#) and data retrieval technology from [MyLaptopGPS](#) can spell the difference between financial catastrophe and peace of mind, he said.

"The research suggests that more than half of financial services firms—perhaps the firms that ought to be the most careful with data—don't even know where data on customers and employees is collected," said Siciliano. "How can a firm make sure data is secure when it doesn't even know where that data is? Much of the information surely makes its way onto laptops and other mobile computing devices, potentially the least secure of all destinations for data."

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.

According to [an associated news release](#), findings from PricewaterhouseCoopers' [Global State of Information Security Survey® 2008](#) (conducted in conjunction with *CIO* and *CSO* magazines) suggested that more than 54 percent of financial services firms do not have an accurate inventory of where personal data for employees and customers is collected, transmitted or stored. Furthermore, findings indicated that 51 percent do not require third-party service providers to comply with firms' privacy policies, the news release also said.

"Securing and tracking mobile computing equipment is half the battle in data security," said MyLaptopGPS' chief technology officer, [Dan Yost](#), who invited readers to visit the [MyLaptopGPS blog](#) and discuss [laptop security resolutions for 2009](#). "And this half of the battle will, in many cases, complement efforts to get a handle on the other half -- securing and tracking the data, which includes knowing where it is."

The theft rate for laptop computers equipped with MyLaptopGPS is just 0.4 percent, or 32 times lower than the average. Additionally, Yost pointed to SafeRegistry™, a comprehensive system from MyLaptopGPS 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.

Yost's expertise has been [featured twice](#) in *CXO Europe*. Furthermore, in December of 2008, he and Siciliano co-delivered a presentation titled "Information in the Modern Age: Maintaining Privacy in an Era of Medical Record Identity Theft" at the [4th Annual World Healthcare Innovation & Technology Congress](#) in Washington, D.C., where Former U.S. Congressman Newt Gingrich delivered the keynote address.

Readers who belong to LinkedIn® are encouraged to join [MyLaptopGPS group](#) there. Featured in [Inc. Magazine](#) and [TechRepublic](#), MyLaptopGPS maintains the [Realtime Estimated Damage Index \(REDI™\)](#), a running tally of highly publicized laptop and desktop computer thefts and losses and these losses' associated costs. A [log of these high-profile laptop thefts](#) is available at MyLaptopGPS' website.

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

MyLaptopGPS combines Internet-based GPS tracking 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 mobile computing device.

[YouTube video](#) shows Siciliano on a local FOX News affiliate discussing the importance of securing mobile computing devices on college campuses, where laptop theft can run rampant. To learn more about identity theft, a major concern for anyone who's lost a laptop computer or other mobile computing device 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 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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