

## **Identity Theft Expert and MyLaptopGPS: Securing Laptop Computers Helps to Protect College Students from Identity Theft**

(BOSTON, Mass. - Aug. 4, 2008 - IDTheftSecurity.com) Laptop thefts at college campuses across the U.S. have affected untold numbers of college students, who are prime targets for identity thieves, research has shown. According to widely televised and quoted personal security and [identity theft](#) expert Robert Siciliano, those who want a simple, effective way to retrieve and protect their lost or stolen laptop computers and the data stored on them should look to **MyLaptopGPS**, a [laptop tracking](#) and data recovery firm mentioned in the [August 2008 issue of Inc. Magazine](#).

"Smart universities and individual college students alike will consider these numbers and decide to protect themselves by installing better security on their laptop computers," said Siciliano. "MyLaptopGPS at once provides one of the simplest and most effective options out there: Internet-based GPS tracking of stolen mobile devices and the simultaneous ability for subscribers to remotely retrieve and delete identity-revealing files from missing machines."

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 consumer education workshops that explore security solutions for businesses and individuals. A longtime [identity theft](#) speaker and author of "The Safety Minute: 01," he has discussed data security and consumer protection on CNBC, NBC's "Today Show," FOX News Network, and elsewhere.

Earlier this year, the Federal Trade Commission reported that 32 percent of the complaints it received in 2007 (the highest amount) were related to identity theft. Of these identity theft-related incidents, the FTC found that nearly a third targeted those in the 18-29 year old age bracket, noted a [July 28<sup>th</sup> news release from the Identity Theft Resource Center](#).

In a July 4<sup>th</sup> report, *The Chronicle of Higher Education* drew the intuitive link between laptop thefts from U.S. college campuses and the problem of identity theft. Furthermore, thefts of laptops at universities have continued at a breakneck clip. Typically, the stolen mobile device is never recovered. The exception to the rule was a story that *The Associated Press* ran on July 22: the return, apparently by the thief, of a stolen laptop computer belonging to an Indiana State University professor that "contained personal information on more than 2,500 current and former Indiana State students, including names, grades, e-mail addresses and some Social Security numbers," reported to the *AP*.

"Rarely is a stolen laptop computer found by the owner, let alone returned by the thief," said MyLaptopGPS' chief technology officer, Dan Yost, who directed readers to a [log of high-profile laptop thefts](#) that the company records at its website. "For individuals, the typical consequences of laptop theft are not only the permanent loss of a machine, but also the ever-present specter of identity theft. For organizations, the loss of the machine itself is the least of their worries; the costs associated with full disclosure of the event to those possibly affected and the threat of reparative litigation are potentially crippling."

Along with a log of high-profile thefts, [MyLaptopGPS'](#) website keeps a running tally of highly publicized laptop and desktop computer thefts and losses. The Realtime Estimated

Damage Index (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.

Anti-laptop theft technology such as MyLaptopGPS' 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.

"I am investing a fortune in my daughter's college education," said Stanley Konopka, who selected MyLaptopGPS to help protect his college-bound daughter. "It makes perfect sense to spend a few dollars to protect and secure the most critical tool she has in earning her degree: her laptop."

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](#).

[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 provide consumer education solutions on identity theft to 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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