



**THE IDENTITY THEFT ASSISTANCE CENTER MARKS FINANCIAL LITERACY  
MONTH  
BY REMINDING PARENTS IT'S NEVER TOO EARLY TO TEACH SAFE DATA  
PRACTICES**

*From first Facebook account to first bank account, treat personal data like cash*

**WASHINGTON, DC, April 22, 2010** – ITAC, the Identity Theft Assistance Center, is marking financial literacy month by reminding parents that safe data practices should begin early in their children’s lives.

“It’s important for your child’s physical and emotional safety to warn them about giving out personal information that can be used for nefarious purposes like identity theft,” said ITAC President Anne Wallace. “It lays the groundwork for the future when they’ll need to use their personal information to open accounts and apply for services.”

Children and young adults who use social networking websites like Facebook can reduce their chances of becoming victims of identity crime by avoiding the posting, or the request for, personal information that can be used to establish phony accounts or hijack existing accounts. ITAC recommends parents give children a “DO NOT SHARE” list that includes:

- Address
- Social Security Number
- Birth date
- Mother’s maiden name
- Pet names
- Phone number

“Criminals are trolling these sites looking for information they can monetize. Let’s make it more difficult by giving our kids the information they need to protect themselves and make it part of a lifetime of safe data practices,” said Wallace.

Parents can get much more information on safe online practices by downloading the brochure, *Net Cetera: Chatting with Kinds about Being Online*, from the U.S. Federal Trade Commission at <http://www.onguardonline.gov/pdf/tec04.pdf>.

Throughout April, Financial Literacy Month, [The Financial Services Roundtable](#) and its member companies are leading financial literacy projects across America. These projects are part of the Roundtable’s Community Service 2010 initiative, which has a year-round focus on financial literacy.

### **About ITAC**

ITAC, the Identity Theft Assistance Center ([www.identitytheftassistance.org](http://www.identitytheftassistance.org)), is the nonprofit national advocate for identity theft victims and a leading voice on identity policy. ITAC’s

theft. Millions of consumers have access to the ITAC victim assistance service through our members – the financial services companies who support ITAC and offer it as a free service for their customers. ITAC is dedicated to protecting all consumers through education, research and the criminal prosecution of identity crime. Visit the ITAC blog at [www.itacidentityblog](http://www.itacidentityblog) and join us on Twitter, Facebook and LinkedIn.