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Equifax, Reputation.com Join Forces to Help Consumers Protect Their Online Information

ATLANTA and REDWOOD CITY, Calif., Jan. 24, 2013 /PRNewswire/ -- [Equifax](#), a global leader in consumer and commercial data and workforce information solutions, and [Reputation.com](#), a world leader in consumer data protection, announced today that Equifax will include [Reputation.com](#)'s online personal data monitoring and removal technology within its subscription-based credit monitoring and identity theft protection products for consumers.

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This new partnership will enhance Equifax Personal Solutions' leading suite of credit monitoring and identity theft protection products by allowing Equifax customers to monitor and remove sensitive personal information from online people search directory sites that sell it or give it away. In combination with Equifax's existing credit monitoring and identity theft protection capabilities, this partnership creates one of the most powerful credit and personal online protection tools available today.

Equifax ID Patrol™ and Equifax Complete™ Advantage subscribers will receive monitoring of personally identifiable information – like addresses, phone numbers, date of birth, email addresses and more – when found online. Additionally, for Equifax Complete™ Premier and Family Plan members, [Reputation.com](#) can remove this sensitive information from the web at the customers' request.

"Equifax is committed to empowering consumers with information and tools to be their financial best," said Trey Loughran, president of Equifax Personal Solutions. "By incorporating [Reputation.com](#)'s privacy monitoring capabilities, we are enabling consumers to better monitor and manage a broader scope of their online personal information as a natural extension of our product set. We are excited to partner with [Reputation.com](#), a leader in digital privacy and reputation, in providing this powerful combination of capabilities to our customers."

"So much about each of us is revealed online – and these digital breadcrumbs add up to vulnerability for consumers," said Michael Fertik, founder and CEO of [Reputation.com](#).

"Your online identity is worth protecting and we're proud to partner with Equifax, a recognized leader in consumer empowerment, to identify and safeguard individuals' sensitive information."

"This is the first-ever merging of credit monitoring, identity theft protection and the protection of personal digital credibility. Together, Equifax and [Reputation.com](#) now help consumers to protect themselves from a comprehensive set of financial exposures, both online and

offline," he said.

To learn more about the Equifax Complete suite of products now available with privacy monitoring capabilities from Reputation.com, visit www.equifax.com.

About Equifax

Equifax Personal Solutions empowers consumers with the confidence and control to be their financial best. Find out more about Equifax's innovative suite of credit monitoring and identity protection products at www.equifax.com. Get smart information on everything from credit to retirement, all in one place at the Equifax Finance Blog, blog.equifax.com.

Equifax is a global leader in consumer, commercial and workforce information solutions, providing businesses of all sizes and consumers with information they can trust. We organize and assimilate data on more than 500 million consumers and 81 million businesses worldwide, and use advanced analytics and proprietary technology to create and deliver customized insights that enrich both the performance of businesses and the lives of consumers.

Headquartered in Atlanta, Equifax operates or has investments in 18 countries and is a member of Standard & Poor's (S&P) 500® Index. Its common stock is traded on the New York Stock Exchange (NYSE) under the symbol EFX. For more information, please visit www.equifax.com.

About Reputation.com

Reputation.com was founded in 2006 to give individuals and businesses the power to control their digital privacy and reputation. The company continues to pioneer patented solutions that safeguard and remove personal data from the Internet, monitor and respond to online reviews, build a positive and accurate Web presence, and help businesses proactively engage customers. Reputation.com is a World Economic Forum Global Growth Company and multiple award winner, including the recent Silver for the Best in Biz Awards for "Most Customer Friendly Company" in 2012.

SOURCE Equifax