

December 3, 2008



# **Deluxe Launches Identity Theft Prevention Program in Response to the Red Flags Rule**

**New Deluxe Resource Center provides resources that help financial institutions, small businesses and consumers combat identity theft**

## **NEWS FACTS**

**Program approved on November 1, 2008 for compliance with the Red Flags Rule. Deluxe Identity Theft Prevention Program is a formal program to detect, prevent, and mitigate identity theft. The Program is based on assessment of red flag risks, business processes and existing methods of detecting, preventing and mitigating identity theft. The Deluxe Resource Center was launched to help financial institutions, businesses, and individuals understand how to deter and prevent identity theft and implement their Red Flags programs.**

SHOREVIEW, Minn.--(BUSINESS WIRE)-- [Deluxe Corporation](#) (NYSE:DLX), a broad-based solutions provider for small businesses and financial institutions, today announced its formal program for compliance with federal Red Flags identity theft prevention legislation was recently approved. Deluxe is implementing its formal, written Identity Theft Prevention Program, designed to detect, prevent and mitigate identity theft - one of the fastest growing crimes in the U.S. In tandem, the company launched the [Deluxe Resource Center](#), which provides small businesses, financial institutions and consumers information about deterring and preventing identity theft.

A red flag is a behavior or circumstance that is associated with attempts to engage in identity theft. For many years Deluxe has maintained comprehensive processes for protecting customer identities, and offered services that prevent and respond to identity theft. The formal Deluxe Identity Theft Prevention Program was developed after assessing Deluxe's red flag risk categories, business processes and existing controls - methods to detect, prevent, and mitigate identity theft.

"Establishing a formal, written program and customer resource center was an important step in an ongoing process," said Linnea Solem, Director of Business Risk and Privacy Management, Deluxe Corporation. "Methods of identity theft are always changing, so providing tools for education and awareness is an integral part of implementing our Program."

The Deluxe Resource Center provides information on security, fraud and identity theft trends, and electronic checks and payments.

Deluxe offers many fraud and identity theft prevention products to help small businesses and financial institutions protect their business, including Deluxe SecureMail(R), Fraud Blocker(TM), Deluxe Detect(R) and Identity Guard(R). More information about Deluxe products is available on Deluxe.com or by calling a Deluxe sales representative at 1-888-633-5893 or [feedback@deluxe.com](mailto:feedback@deluxe.com).

About Deluxe Corp.

Deluxe Corporation, through its industry-leading businesses and brands, helps financial institutions and small businesses better manage, promote, and grow their businesses. The Company uses the Internet, direct marketing, distributors, and a North American sales force to provide a wide range of customized products and services: marketing, Web and design services, promotional products and merchandising materials, personalized printed items (checks, forms, business cards, stationery, greeting cards, labels, and retail packaging supplies), promotional products and merchandising materials, fraud prevention services, and customer retention programs. For more information about Deluxe, visit <http://www.deluxe.com>.

## MULTIMEDIA ELEMENTS

[Deluxe logo](#)

## TECHNORATI TAGS

[Deluxe + "red flags"](#), [DLX + "red flags"](#), [Red Flags Rule](#), [red flags compliance](#), [red flags legislation](#)

## RESOURCES

[Deluxe Resource Center](#)

[General Deluxe News and Information](#)

[The Federal Trade Commission Web site](#)

Source: Deluxe Corporation