



Risky Business: Reducing Risk in Key Areas Of Your Business

Risky Bunch

So many areas of risk for business owners
and entrepreneurs:

- Cash Flow
- Governmental Regulations
- Economic Climate
- Employees

**Let's reduce risk where we can using the
resources available.**

Two Areas of Risk

1. Legal Issues
2. Identity Theft

Legal Issues

1. Business Structure (tax vs. liability)
2. Improperly Written Contracts
3. Intellectual Property/Trademarks/Patents
4. Lawsuits
5. Legal Risks Inherent in your Industry (Safety, OSHA, Technology, and so on)

Resources: UW-Madison L&E Clinic, local sources, cost effective legal plans

Identity Theft

How big is the problem?

In 2017 ...

**\$16.8 Billion Stolen from
16.7 Million Identity Fraud Victims**
(record high since tracking began in 2003)
**\$30,000+ lost to identity theft
every minute**
(Javelin Strategy & Research, February 2018)

Another victim every 2 seconds

6 Types of Identity Theft

- 1. Financial**
- 2. Driver's License**
- 3. Social Security**
- 4. Medical**
- 5. Character/Criminal**
- 6. Synthetic**

Financial Identity Theft

- 17% of all identity theft
- Credit/Debit Cards
- Bank Accounts Compromised
- Be aware of your bank's protection policies for personal accounts vs. business bank accounts

Driver's License Theft

- Another form of ID
- Often leads to character/criminal identity theft

Social Security Number Theft

- **Tax Return Fraud: The IRS estimates that in 2016, \$239,000,000 in fraudulent refunds were sent out.**
- **2016: 115,775 complaints received by FTC of tax-related identity theft**

Social Security Number Theft

- Jobs obtained with stolen social security numbers
- SSA Fraud – Retirement Accounts; Government Benefits Denied
- Can lead to financial identity theft (accounts being opened/loans originated)

Medical Fraud

- Fastest growing form of ID theft (Anthem Blue Cross, UnityPoint Health)
- Dangerous health care implications
- Financial component

Character/Criminal ID Theft

ID Thief commits a crime using your identity.

What could this mean for your professional license?

Synthetic ID Theft

- Personal identifying information taken from 2 or 3 people to form a “fake” person.
- Another great way to involve children.

It is very important to realize that only 20% of all identity theft will appear on a credit report.

“I’m not online; I don’t put my information ‘out there’ so I’m OK.”

Cost of ID Theft For The Victim

- Increased stress = Health Problems
- Work missed or time spent at work attempting to restore identity
- Potential legal issues arising from ID theft
- Possibly being arrested for crimes committed by the ID thief
- Loss of security clearance
- Loss of CDL or professional license = loss of livelihood
- Financial difficulties (increased insurance rates, fraudulent medical bills, attorney fees, IRS tax bills)

Greater Risks for Business Owners

- Inability to meet payroll or pay bills
- Inability to obtain lines of credit
- Loss of income



**Let the experts have your
back.**

*Resources: identity theft protection services --
choose one with full restoration (not resolution)*