



# News Release

Attorney General Robert E. Cooper, Jr.

**FOR IMMEDIATE RELEASE**  
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## **FTC, 35 STATES TO SEND UP TO \$11 MILLION IN CONSUMER REFUNDS TODAY AS RESULT OF AGREEMENT WITH LIFELOCK, RESOLVING MISLEADING ADS, SALES TACTICS**

Tennessee Attorney General Bob Cooper today announced more than 22,000 Tennesseans will soon get refunds as a result of a multistate and U.S. Federal Trade Commission (FTC) agreement with an identity theft protection provider alleged to have engaged in misleading advertising practices.

Attorney General Cooper filed the agreement in Davidson County Circuit Court in March. The Tempe, AZ-based company, LifeLock, Inc., is alleged to have misled consumers by claiming its services were a "proven solution" that would protect them against all forms of identity theft including criminal, mortgage and child identity theft. The settlement also resolves allegations that the company misrepresented the nature of specific services it provided to protect or alert consumers when their personal information had been compromised.

"We are pleased consumers are getting refunds," Attorney General Cooper said, "But, I hope this occasion also serves as a reminder there are no absolute guarantees that any company can protect you from identity theft."

Refunds will be mailed out today. In addition, LifeLock also agreed to pay \$1 million to cover the costs of the states' investigation, of which Tennessee will receive \$79,000.

LifeLock has also agreed to stop misrepresenting that its services:

- \*Protect against all types of identity theft;
- \*Constantly monitor activity on each of its customers' consumer reports;
- \*Always prompt a call from a potential creditor before a new credit account is opened in the customer's name; and
- \*Eliminate the risk of identity theft.

The states have alleged LifeLock enticed consumers through ads claiming its identity theft services were "guaranteed" to protect private information and prevent criminals from using it to open accounts in their names. Some ads even included CEO Todd Davis' Social Security Number, which Davis said, showed "how confident I am in LifeLock's proactive identity theft protection." LifeLock's ads also implied that individuals with fraud alerts on their consumer reports will always receive a phone call prior to the opening of new accounts although the federal law does not require a phone call.

LifeLock is also alleged to have exaggerated the risk of identity theft to consumers by posting ads that appeared to be news articles claiming identity theft rates were rising for the American population and for particular groups of consumers. The agreement prohibits LifeLock from overstating the risk of identity theft to consumers.

Consumers can take precautions at no cost to protect themselves from identify theft. For example, anyone can obtain free copies of their credit reports to review their own credit histories and identify errors and inaccuracies, such as unauthorized accounts. State officials also recommend consumers closely monitor their own bank accounts and credit card statements for unauthorized withdrawals or charges.

Federal and state laws provide consumers with a variety of tools to help protect themselves against identity theft. Consumers who have a reasonable suspicion that they are or are about to become victims of identity theft can place free fraud alerts on their credit reports by contacting one of the three major credit reporting agencies. In addition, consumers can file a complaint or call the Tennessee Division of Consumer Affairs for more information at 1-800-342-8385 (toll free inside Tennessee) or (615) 741-4737 or online at [www.tn.gov/consumer/](http://www.tn.gov/consumer/). To file a complaint with the FTC or for more consumer tips, visit [www.ftc.gov](http://www.ftc.gov) or call toll-free, 1-877-FTC-HELP (1-877-382-4357); TTY: 1-866-653-4261.