



**CREDCO**

# Newsline

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## THE RED FLAGS RULE IS HERE *Now What?*

The May 1 mandatory compliance deadline for the Red Flags Rule is just around the corner – is your dealership ready?

**You should be.**

The harsh reality is that if you're not, non-compliance means your dealership could face fines up to \$11,000 per violation of the FTC Act and \$2,500 per violation of the FCRA.

*“Non-compliance could mean huge fines and possible litigation against your dealership.”*

## WHY RED FLAGS RULE?

The Red Flags Rule was implemented as a means to **combat identity theft**, while providing your dealership a means to show a **good faith effort** to verify and validate the identity of prospective customers.

## YOUR RED FLAGS PROGRAM

In a nutshell, the Red Flags Rule requires you to develop and implement a **written Identity Theft Prevention Program** with policies and procedures to:

- **Identify** relevant identity Red Flags
- **Detect** Red Flags included in the Program
- **Respond** appropriately to detected Red Flags
- **Update** the Program periodically

## NEED HELP?

**It's not too late!** If you need help finalizing or setting up your Red Flag Program, CREDCO's Red Flag Solution offers a powerful combination of consumer information and reporting tools to help you get on board with compliance.



RED FLAG COMPLIANCE - **3 DAYS LEFT!**



*Mandatory Compliance for Red Flags Rule is May 1*

Call (866) 231-3191 to Request More Information!

[www.CREDCOservices.com/RedFlag](http://www.CREDCOservices.com/RedFlag)

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