

# Guard Well Identity Theft Solutions

## Comprehensive Identity Management, Protection and Resolution

**R**esponse to the COVID-19 situation from government as well as private organizations in offering programs such as unemployment benefits and economic injury disaster loans (EDIL), has created an unprecedented opportunity for identity theft. Perpetrators have been abusing the vulnerability of individuals, companies and government bodies alike at an alarming rate, leading to a dramatic spike in unemployment fraud, paycheck protection program (PPP) fraud and small business administration (SBA) loan fraud. “As an employer, you have likely been notified of your employees applying for unemployment benefits. However, with the skyrocketing cases of fraudsters applying for benefits or loans using another’s personally identifiable information (PII), many times this claim is fraudulent. Now more than ever protecting your employees and families is critical,” says Allan Hilsinger, Founder and CEO of Guard Well Identity Theft Solutions, a Cincinnati-based provider of award-winning identity theft solutions and data risk mitigation services.

Employers partner with Guard Well to protect their employee population from the damages of identity theft. Every program Guard Well offers includes complete identity fraud resolution, thus allowing victimized employees to concentrate on core work responsibilities instead of spending countless business hours trying to resolve the problem on their own. “The loss of time, productivity, focus, attendance and efficiency in self-resolution turns out to be more damaging and expensive than having a Guard

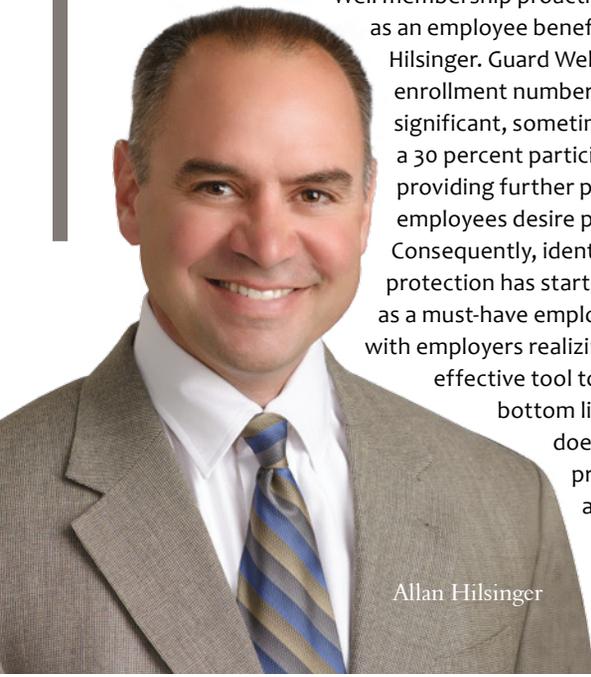
Well membership proactively in place as an employee benefit,” highlights Hilsinger. Guard Well’s voluntary enrollment numbers are also significant, sometimes exceeding a 30 percent participation rate, providing further proof that employees desire protection. Consequently, identity theft protection has started to emerge as a must-have employee benefit, with employers realizing it to be an effective tool to increase its bottom line. Not only does identity theft protection as an employee

benefit offer tremendous business value, it also clearly proves that the employer cares about the employee and their family’s well-being.

Celebrating over ten years of protecting the American workforce, Guard Well has successfully implemented comprehensive identity management and protection programs for over a decade. From proactive measures to fraud detection and full resolution, Guard Well always has its member’s back. The company’s advanced monitoring uses powerful technology to scour billions of databases to detect fraud in credit, non-credit and public records. Every time the monitoring technology discovers a suspicious location for a member’s PII (e.g., social security number, date of birth, email address, account numbers, insurance policy numbers, ID numbers, phone numbers and card numbers), Guard Well not only alerts the member but also entirely resolves the issue. Add to that the ‘ease of administration’ of Guard Well’s offerings, and it is clear why the company has managed to retain almost 100 percent of employers across ten years of operation.

Besides employers, Guard Well partners with benefit brokers, third-party administrators (TPAs), insurance companies, financial institutions and more. The company has evolved to cater to various other needs of these clients, including combating data breaches. Guard Well provides data risk mitigation tools at no extra cost to help reduce the risk of a company data breach. “Increasing cases of unemployment fraud do not imply other kinds of identity thefts have ceased to exist. Massive data harvesting and unprecedented buying/selling of PII, browsing patterns and purchase tendencies are still prevalent and continue to pose a great threat,” mentions Hilsinger. Guard Well addresses these concerns through specialized risk assessment professionals and legal counsel who thoroughly analyze clients’ business operations to deliver customized data breach solutions.

Guard Well moves quickly to protect its members and clients. Recently, an employer suffered a data breach around 6 PM on a Friday. Guard Well deployed a full-fledged data breach response program for them by Monday. With a flexible, customer-first approach, a strong foundation of technology and professionals, and consistently positive customer feedback, Guard Well is well poised to scale heights. It’s great to see a company of such dedicated professionals experience record-setting growth year after year. “We anticipate 2021 being our greatest year yet and are extremely grateful for every member and organization who trusts us to protect their families,” says Hilsinger. **ES**



Allan Hilsinger

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