

# PII in Practice: Protecting and Understanding Identity and its Vulnerabilities in Black Communities



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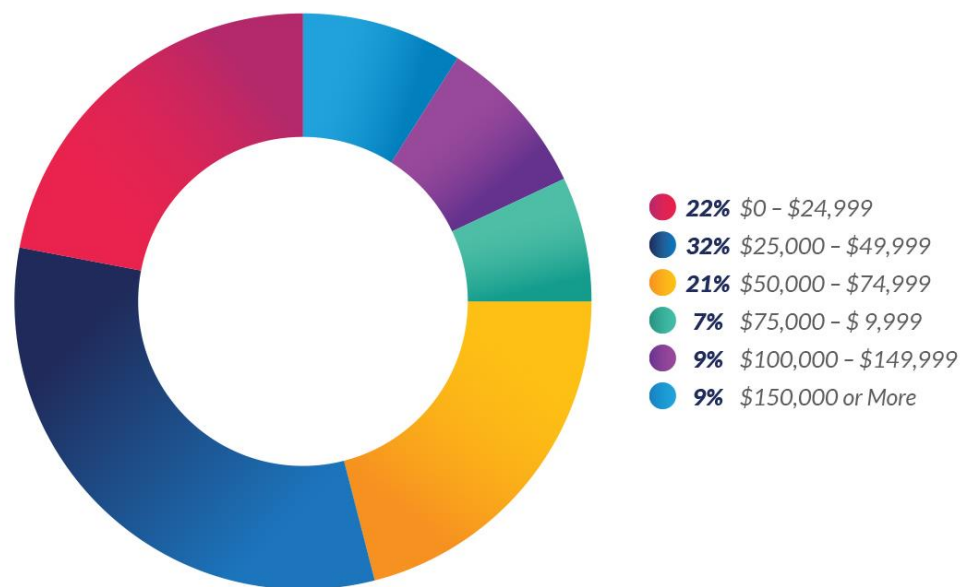


**Tiye  
McKethen**

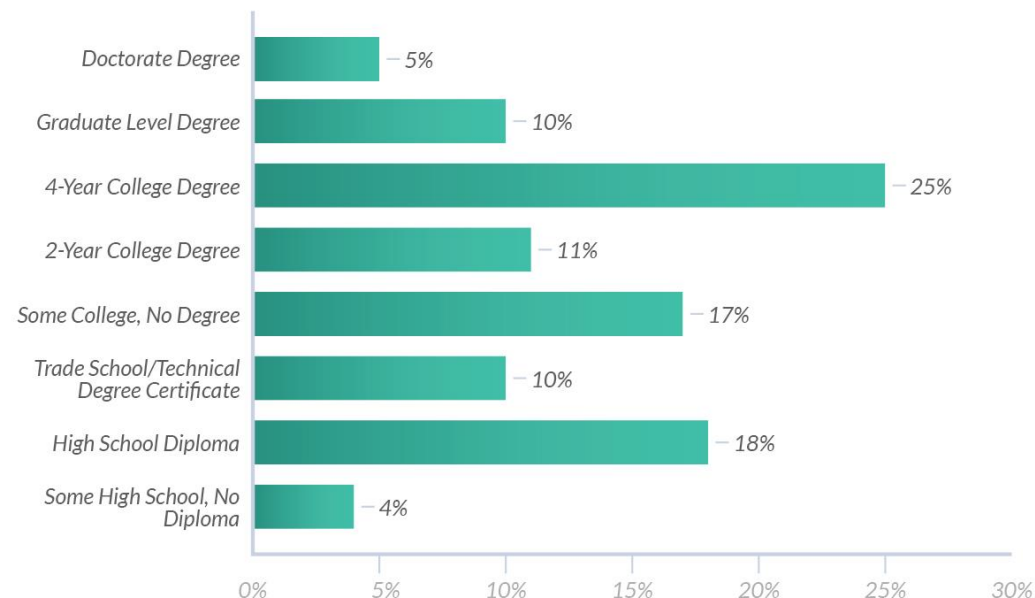
Project Manager  
Identity Theft Resource Center

# Survey Demographics

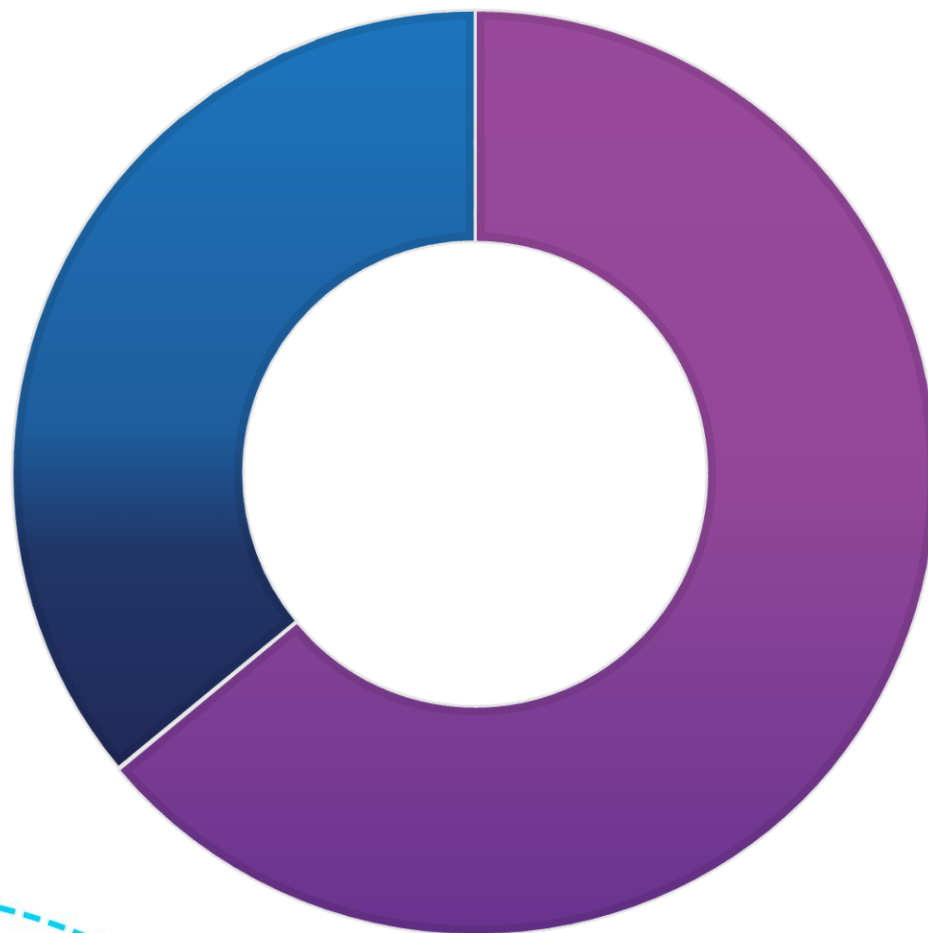
Annual Household Income



Education Level



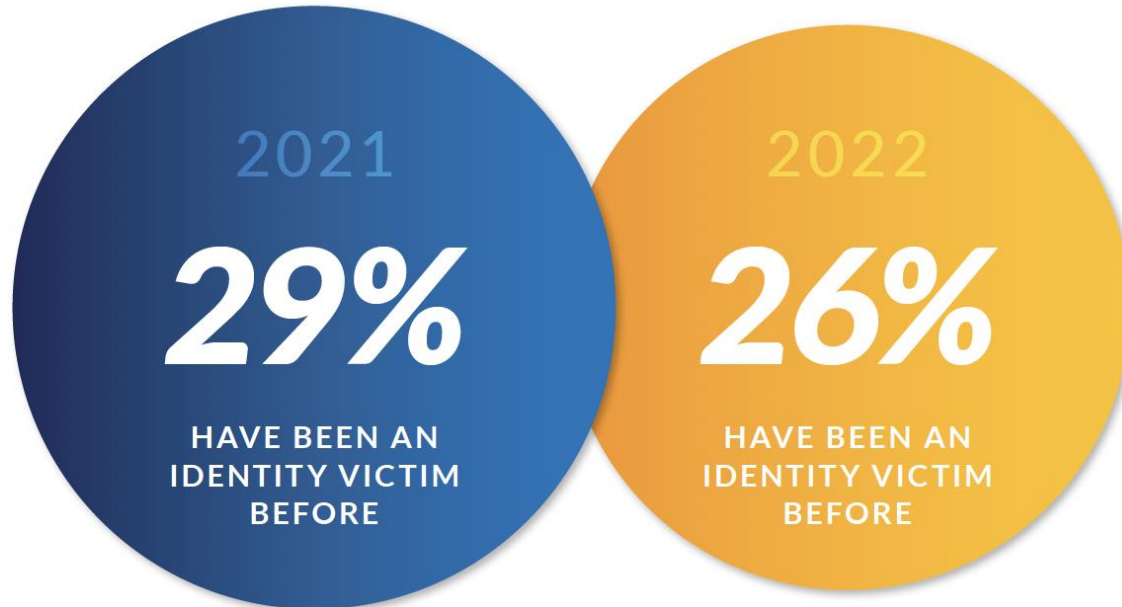
# Victims Who Resolved their ID Theft Issues in a Day or Less



- 64% ID Theft Protection
- 36% No Protection

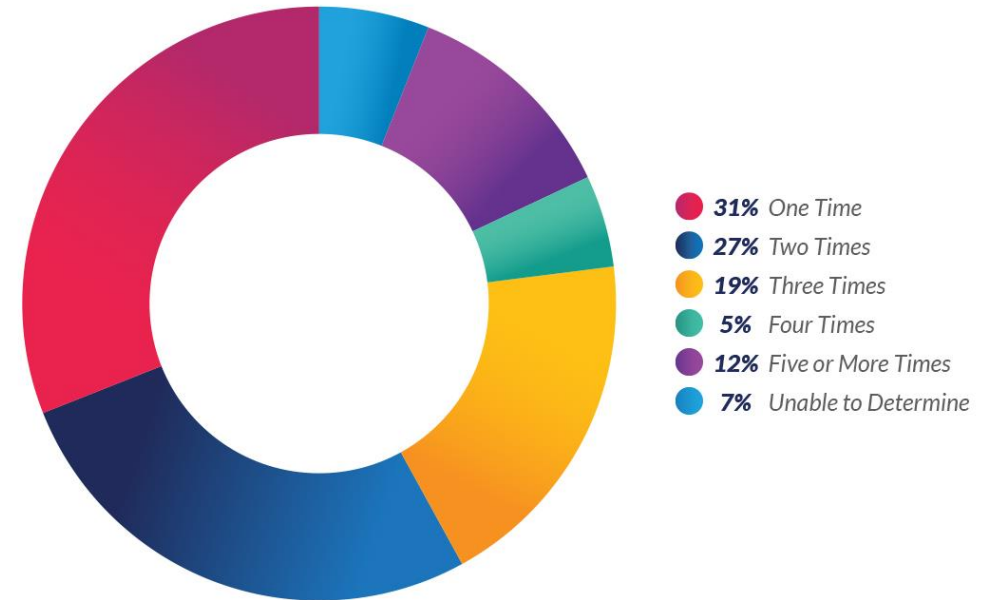
Source: Understanding Identity Crimes in Black Communities

# Frequency of Victimization



Source: Identity Theft Resource Center Consumer Impact Report, 2022

Frequency of Identity Theft Victimization



Source: Understanding Identity Crimes in Black Communities

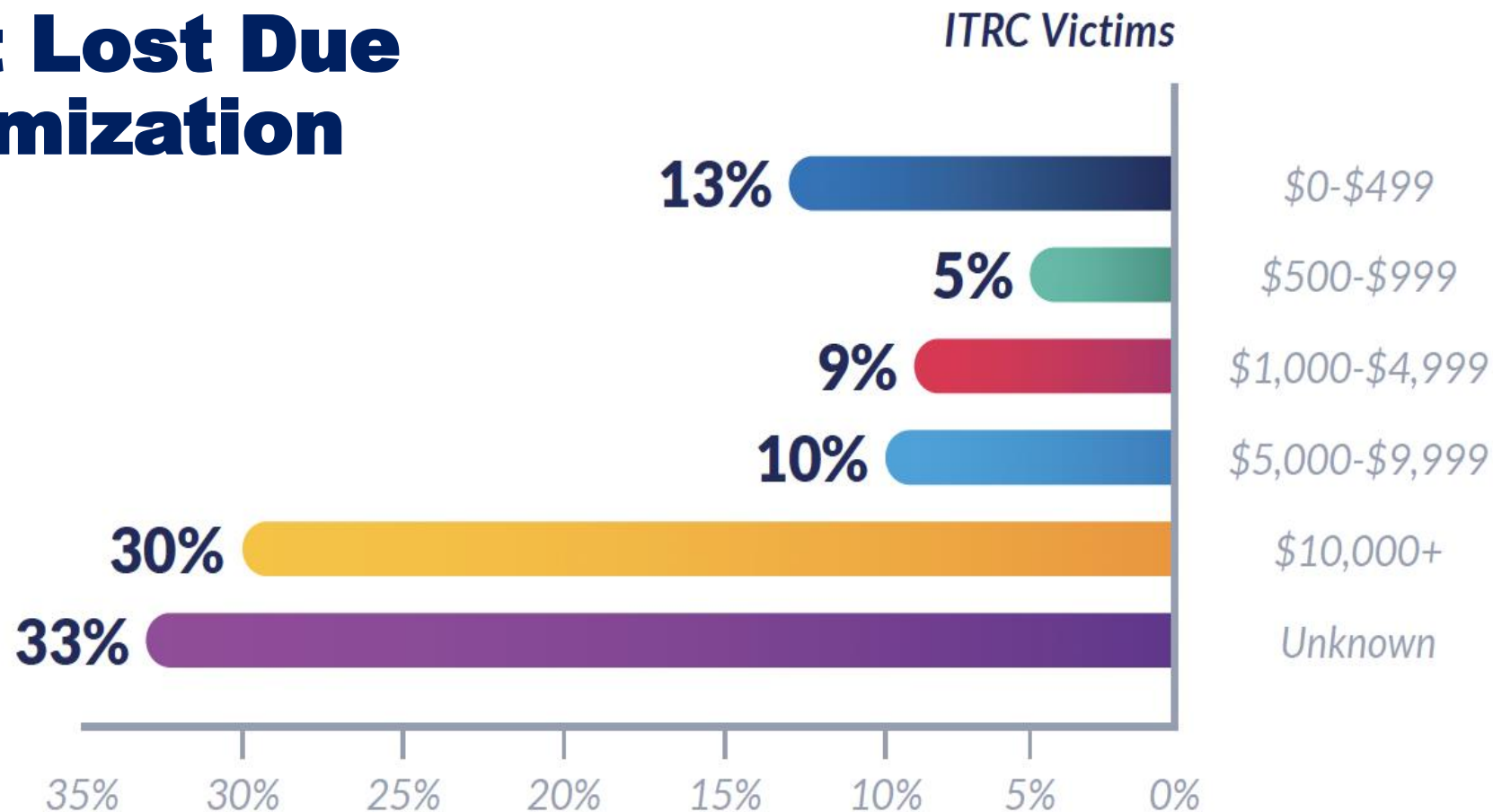
# Amount Lost Due to Victimization



- 15% Less than \$100
- 21% \$100 - \$499
- 22% \$500 - \$999
- 26% \$1,000 - \$4,999
- 16% \$5,000 or More



# Amount Lost Due to Victimization





**Scan This QR Code  
To Download the  
Quantitative Report**



# Q&A

# Thank you!

This Initiative is funded by Wells Fargo Foundation, Norton LifeLock (a Gen Brand), and Synchrony.



#identiverse