

Virtual Webinar by Jeff Kersten, Bureau of Consumer Protection

BUSINESS IDENTITY THEFT

How to Prevent It & Protect Your Business

Monday, September 20, 2021
1 to 2 PM

Free, but pre-registration is required—click here:

https://uwmadison.zoom.us/meeting/register/tjYqf-6ppj8pHNCIGEAadrFI_5B9WsAIWuCk

After registering, you will receive a confirmation email containing information about joining the meeting.



Business identity theft is a growing crime in the United States.

In 2019, Dun & Bradstreet saw more than a 100% increase in business identity theft. For 2020, the company estimates an overall **258% spike** in the crime. The more you learn about it, the less vulnerable you and your business are. The Wisconsin Bureau of Consumer Protection will explain the different types of business identity theft, how to recognize it, and steps to take to protect your business.

Jeff Kersten, the Agency Liaison for the Bureau of Consumer Protection within the Wisconsin Department of Agriculture, Trade and Consumer Protection, travels around the state to educate the public, businesses, and law enforcement on privacy protection, data security, identity theft, and other areas of consumer protection. Jeff has over 12 years of experience as a police officer and is a prior Consumer Protection Investigator for the Bureau of Consumer Protection.

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Wisconsin Department of Agriculture, Trade and Consumer Protection
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