



September 15, 2000

Secretary
Federal Trade Commission
Room H-159
600 Pennsylvania Avenue, NW
Washington, DC 20580

RE: Identity Theft Victim's Assistance Workshop

We write to comment on the FTC's plans for an October 23 Identity Theft Victim's Assistance Workshop, and to apply to participate in the Workshop. Privista is a new privacy-driven e-commerce services firm. Our mission is to empower consumers by helping them manage and better understand their personal information. We believe that consumers should have more control over their personal information, and thus, enhanced privacy.

We commend the FTC for holding this Workshop, and for its continuing efforts to address the growing threat of Identity Theft. Privista believes that the outbreak of Identity Theft can be contained, and reduced. But this will require a robust public-private alliance – involving the combined efforts of government agencies at the federal, state, and local levels; law enforcement at all levels; and businesses like our's. The FTC's new database system is a step in the right direction.

Privista has developed a product to help in the fight against Identity Theft called *My Identity Guard*. *My Identity Guard* is an innovative early warning system available free to consumers that will help them nip Identity Theft in the bud when it occurs. Most cases of Identity Theft involve fraud that has taken place over a period of months. The longer it takes to spot the crime, the bigger the hole victims find themselves in. At Privista, we can help consumers spot possible ID Theft within a matter of days. We believe that this advance will help us begin to eliminate this devastating crime.

We would appreciate the opportunity to participate in the October 23 Workshop and share our views and proposals on Identity Theft in more detail. Thank you.

Sincerely yours,

Eric Gertler

Don Binns

President and CEO

Director