

MARCH 2023

**ITRC** | IDENTITY THEFT  
RESOURCE CENTER



# 2022 ANNUAL REPORT

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**For ten years, I have been writing this letter to you – the friends and supporters of the Identity Theft Resource Center – and the victims of identity crimes who are at the core of what we do every day. A lot has changed in the decade since I joined the ITRC. No two years have been the same and that’s especially true of 2022.**

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We ended 2021 recovering from pandemic-inspired identity fraud, an all-time high number of data breaches, and the tell-tale signs of a full-on assault against social media users. The U.S. Congress was on the verge of passing a long-awaited and much anticipated national privacy bill that would give consumers more control over their personal information and require organizations to improve data protection. And, the ITRC Contact Center assisted more than 15,000 individuals who were victims of identity crimes or compromises along with people who wanted to avoid becoming a victim.

And then, just as the calendar rolled into 2022, cybercriminals seemingly took a break. Data breaches declined and ransomware attacks slowed. Social media account attacks continued unabated, but businesses reported fewer cyberattacks. When they did happen, the impacts were not as severe as in past years.

Soon we found out why – armed conflict between Ukraine and Russia kept many of the most prolific cybercriminals occupied elsewhere. The number of people identified as victims of data compromises was headed down for another year, too.

But, just as soon we thought 2022 was going to offer a rare breather from the non-stop increase in attacks and victims, identity thieves found their footing again. As you’ll see in the pages that follow, more victims and concerned individuals contacted the ITRC in 2022 than the previous year. Data compromises did not set a record, but we missed tying the all-time high by only 60 breaches. The number of compromise victims roared back in the final quarter of the year with an estimated 300+M victims impacted by just four breaches at three companies.

In the midst of all of this activity, the ITRC grew. We were awarded a new \$2M grant from the U.S. Department of Justice – Office of Victims of Crime to assist more victims of identity crimes. We secured funding to research why members of Black communities were victims of identity crimes more often and lost more money than the general population. We filled in the final hole in our list of reports by adding a trend analysis that looks at the issues raised by victims who contact the ITRC each day. We hosted a conference that focused on identity-related government benefit fraud. And, we received an unprecedented (for us) amount of media attention that drew attention to the scale of identity crimes.

Here are just a few of the highlights of our 2022:



The ITRC directly assisted **2.3 percent (2.3 %) more people in 2022 than 2021. That translated into more than 15K people** contacting us for the second consecutive year.



Our new [website](#) gained **16.9 M impressions** and visitors viewed **more pages** and spent **more time on our website** than the previous year.



More than **7.8K people** listened to the ITRC [podcasts](#).



More than **6.3K people** downloaded our [signature reports](#).



There were **6.9K media mentions** of the ITRC, a 41 percent (41%) increase.



With **4.1K social media mentions, 8.1K engagements, and 290K impressions**, our social media presence grew **1.3 percentage points** over 2022.

These successes were due to the hard work of our team and dedicated [partners, who, along with our financial supporters](#), are listed at the end of this report. Our ITRC team shows year after year that they can handle the hardships and complications that result from being the victim of an identity crime.

You'll learn more about how we grew in all aspects of our mission delivery during 2022 in this report. You'll also get a peek at what we expect to see in 2023 and the years to come. We are in the midst of groundbreaking research on identity crimes in Black communities as well as the early stages of expanding into serving the unique needs of victims of some especially complex identity crimes such as former foster care children.

These are exciting times at the ITRC. I hope you will read this report thoroughly. Ask me questions. And consider how you can join us in making 2023 even more successful for the ITRC, the victims we support, and the people and businesses we assist.

**Eva Velasquez, CEO**

Identity Theft Resource Center  
March 2023





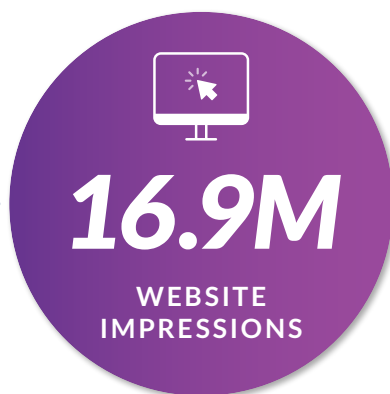
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**ITRC** | IDENTITY THEFT  
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Since 1999, the Identity Theft Resource Center (ITRC) has helped victims and consumers navigate the complex environment of identity crime remediation. Our advisors provide preventative information and help victims of identity compromise, theft, and misuse by providing customized plans – free of charge – to address all identity concerns. In addition to being a voice for victims, the ITRC maintains the most extensive repository of U.S. data breach information, provides public research on identity crime impacts, and provides businesses with low-cost tools to help protect the personal information of their team members and customers.

## IDTheftCenter.org



## 6.9K+ Features in Media Publications

The Associated Press, Forbes, NBC News,  
POLITICO, USA Today, The Washington Post,  
The Wall Street Journal, and more.



## 13K+ People Assisted

THROUGH THE ITRC  
CONTACT CENTER

### 2.3% MORE

People Assisted in 2022  
than in 2021

### 15K+ VICTIMS

Contacted the  
ITRC in 2022

## OUR SIGNATURE REPORTS

Annual Data Breach Report  
Trends in Identity Report  
Consumer Impact Report  
Business Impact Report



## 2.6K+ Report Downloads

## Social Media



**290K+**  
ANNUAL  
IMPRESSIONS

**FACEBOOK** 8.3K FOLLOWERS  
**INSTAGRAM** 700+ FOLLOWERS  
**LINKEDIN** 2K FOLLOWERS  
**TWITTER** 21.9K FOLLOWERS  
**YOUTUBE** 800+ SUBSCRIBERS



# 2022 Operations Review

- + *Financial Highlights*
- + *Operations Highlights*
  - *Victim Services*
  - *Education and Outreach*
  - *Business Services*

# Financial Highlights

The ITRC receives funding through government grants, financial sponsorships, fee for service revenue, Cy pres awards, and donations to meet our mission of providing free assistance to individual victims of identity crimes and compromises.

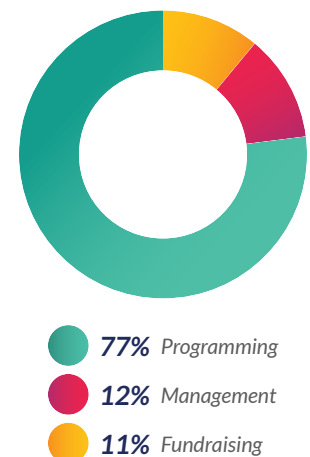
In 2022, we increased the amount corporate grants, sponsorships, and fee for service revenue for projects that will continue in 2023 and beyond while maintaining a strong funding relationship with the U.S. Department of Justice – Office of Victims of Crime.

The financial summary below shows the ITRC operates a lean organization that delivers results well beyond the outcomes expected for an organization its size. The table in Figure 1 reflects the ITRC's most recent financial information from the organization's 2022 IRS Form 990. You may review it [here](#).

- + **Programming** – 77% (\$1,510,260)
- + **Management** – 12% (\$204,897)
- + **Fundraising** – 11% (\$234,471)

See Figure 1

Figure 1 | Financial Accountability



# Operations Highlights

The ITRC has three primary areas of focus: Victim Services, Education and Outreach Services, and Business Services. The following sections provide an overview of the outcomes of our efforts in 2022.

## Victim Services

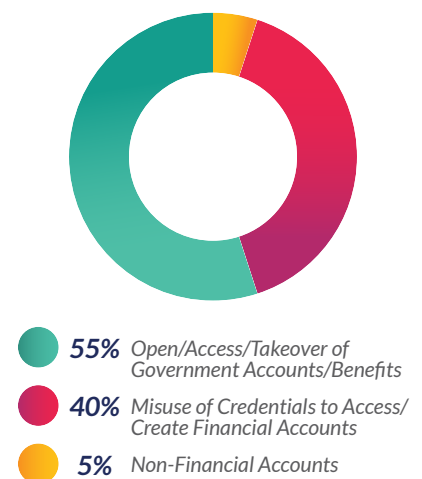
The core work of the ITRC since 1999 has been assisting victims whose identities were misused by a criminal. In 2022 we achieved another record setting year in assisting victims of identity-related crimes and data compromises.

We also identified several trends impacting victims that are the subject of our new [Trends in Identity Report](#) (TIR) and our [2022 Consumer Impact Report](#).

In 2022, the top accounts compromised by identity misuse included government accounts and benefits, financial accounts, and non-financial accounts. The opening, access to, or takeover of government accounts and benefits, including unemployment, SBA/PPP loans, and IRS, accounted for 55 percent (55%) of compromised accounts. 40 percent (40%) were the misuse of credentials to access or create financial accounts, such as checking and savings accounts and credit cards. Non-financial accounts, such as medical accounts, made up five percent (5%) of all compromised accounts.

See Figure 2

Figure 2 | Top Accounts Compromised by Identity Misuse





Non-financial account takeovers escalated in 2021<sup>1</sup>, with 677 cases reported. This is a 234 percent increase since 2020.

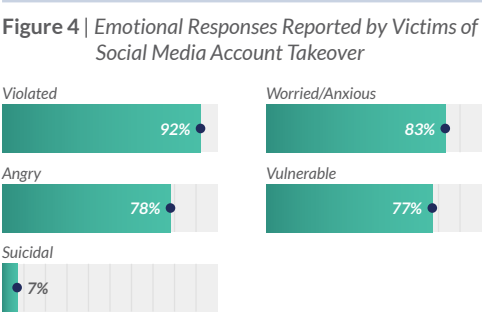
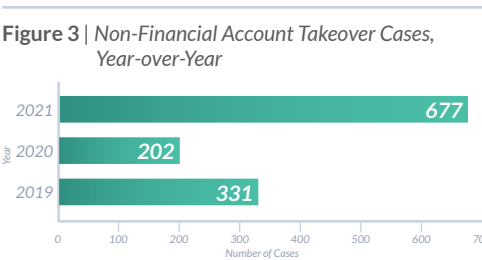
See Figure 3

In 2021, there was a 1,044 percent (1,044%) increase in hijacked social media accounts. Due to this increase, the ITRC conducted a snap survey<sup>2</sup> of victims who reported being a victim of social media account takeover.


- + 85 percent (85%) of victims had their Instagram account compromised, while 25 percent (25%) of victims reported compromised Facebook accounts.
- + 48 percent (48%) of victims clicked on a link they believed was from a friend; 22 percent (22%) responded to a cryptocurrency scam.
- + Over half of victims (51%) lost personal funds or sales revenue when their account was compromised.
- + 70 percent (70%) of victims were permanently locked out of their social media account. Over two-thirds of criminals contacted the victim’s friend list (71%) and continued to post as the account after locking out the owner (67%).
- + 66 percent (66%) of victims reported experiencing a strong emotional reaction to losing control of their social media account.

See Figure 4

In 2021, mobile device compromises rose by 34 percent (34%), and compromised email accounts increased by 76 percent (76%).



**Assistance-Related Highlights from 2022**



**15,376**  
VICTIMS ASSISTED

**PHONE**  
9,648 Victims (-6.2%)

**LIVE CHAT**  
4,851 Victims (+9%)

**OTHER**  
Email, Letter, Social Media, Web Form  
346 Victims (+22%)

<sup>1</sup>2022 numbers will be included in the 2022 Trends in Identity Report, which will be published later in 2023.

<sup>2</sup>A snap survey is a short survey on a single topic.

## Education and Outreach

In 2022, the ITRC added a new annual report to its portfolio of data-related analysis that explore the trends and impacts of identity crimes. The **2021 Trends in Identity Report (TIR)** represents the first time in the 20+ year history of the Identity Theft Resource Center we have published non-personal information gathered directly from victims. As an organization that serves as part of an early warning system for identity crimes as they happen, the ITRC's data reveals new and emerging trends that often turn out to be wide-spread criminal events. Examples of these events include the identity fraud that resulted in billions of dollars of government benefits being distributed to identity criminals as well as the latest trend of social media account take-over attacks plaguing individuals and small businesses.

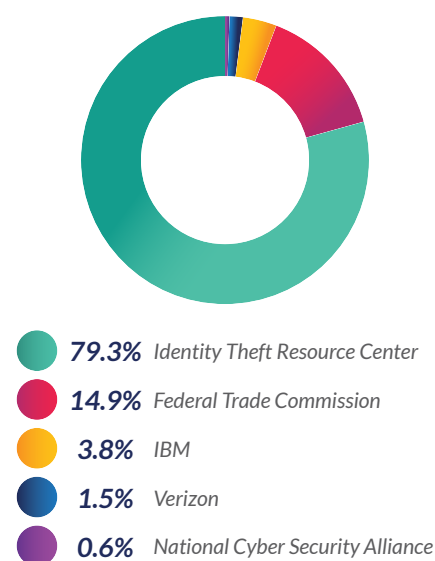
The TIR joins the annual Data Breach Report and its quarterly updates, the Consumer Impact Report, and the Small Business Impact Report to complete a portfolio of four analytical reports, one published each quarter. The result of this approach has been to position the ITRC as the most quoted source of information about data crimes and compromises as well as the most credible set of publications as measured by media tracking firm Cision.

See Figure 5

Experts from the ITRC presented at 40 conferences and workshops in 2022, reaching an estimated audience of 2,419. The ITRC also co-hosted two conferences: The annual Better Identity Coalition policy conference with 990 attendees and a Government Identity Fraud Conference supported by LexisNexis for 87 senior government officials. ITRC CEO Eva Velasquez joined an episode of [Red Table Talk](#), hosted by Jada Pinket-Smith, which was viewed by a streaming audience estimated at 6.2M people.

In 2022, the ITRC launched a comprehensive, three-year study into the impacts of identity crimes in Black communities in partnership with the Black Researchers Collective of Chicago and supported by the GEN (formerly Norton LifeLock), Synchrony, and the Wells Fargo Foundation. The research phase of the study, which began in 2022, will be completed in 2023. Findings from the research will be the basis for new programs to directly address the issues identified in the study.

Figure 5 | Share of Voice, Published by Cision



The ITRC offers several different educational materials relating to identity topics. Our signature webinar series features fundamental classes like *Identity Theft 101* and *Hands-On Privacy* fundamentals. Our *Breach & Victim Analysis* series is delivered quarterly and highlights data breaches and trends identified by our Contact Center Advisors.

The ITRC also offers no-cost prevention and remediation training and education programs for specialty populations and the organizations that serve them, through grants from the U.S. Department of Justice – Office of Victims of Crime. This includes training for law enforcement agencies, first responders and community service providers, and embedding live access to ITRC advisors on websites such as the New Mexico Attorney General, San Diego County District Attorney, and the National Consumers League. In 2023, the ITRC will add live chat access to additional websites and expand specialty population assistance to foster youth, victims of human trafficking, and labor trafficking in addition to the currently served blind/low vision and deaf/hard of hearing communities.

For more information about the ITRC's Training and Education Services, contact [Mona Terry](#), Chief Victims Officer.

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## Business Services

The ITRC offers low-cost services designed to help small businesses and other organizations protect themselves and their stakeholders from identity-related crimes and compromises. These services include:

### *Notified for Business*

*Notified for Business*, the most comprehensive repository of information about publicly reported U.S.-based data breaches, is used by businesses and government agencies to fulfill compliance requirements, risk assessment, and due diligence assessments. *Notified* also powers risk tools such as BreachIQ. The ITRC breach database is updated each weekday and includes details of more than 16,000 data compromises since 2005. *Notified* tracks up to 25 data fields and 65 identity attributes and is available to qualified businesses, government agencies, non-profit organizations, research firms, and academic institutions on a batch or subscription basis for one to three-year terms.

## Breach Alert for Business

State laws that mandate data breach notices often do not require companies to notify business customers when their data is compromised. Yet, businesses are increasingly required by new privacy and security laws, vendor contracts, or company policies to verify past data breaches of current and potential vendors as well as ensure third parties meet the same security standards as the first party.

Subscribers verify past data events as well as create alerts for future data breaches at companies with whom they have a relationship. When a company on a subscriber's vendor list is entered into the notified database, the subscriber receives an email notifying them of the compromise and directing to additional information. Breach Alert for Business is available for a low-cost annual subscription.

## Escalation Contact Center Support

The ITRC offers low-cost contact center support services to businesses that need access to the highly specialized skills required to help consumers prevent or respond to the unique impacts of an identity compromise and crime. The ITRC provides escalation contact center services for organizations that want to provide a value-add service for customers and other select individuals with identity theft and related concerns after initial contact with the company's customer service center.

## Custom Research

The ITRC offers low-cost custom research on topics related to identity issues. Examples from 2022 include:

- + Consumer actions following data breach notices
- + Consumer awareness of credit freezes
- + Government actions following pandemic benefit fraud
- + Impact of pandemic benefit fraud on victims
- + Consumer preferences for identity verification processes

For more information about the ITRC's Business Services, contact [Dorinda Miller](#), Director of Business Development.

# Board of Directors, Executives, Directors Emeritus

## Board of Directors

Ralph Linares  
*Board Chair*

Jim Van Dyke  
*Secretary*

Clarissa Carnero  
*Board Director*

Michele Johnson  
*Board Director*

James Ruotolo  
*Board Director*

Kim Allman  
*Vice-Chair*

Paul Bond  
*Board Director*

Blair Cohen  
*Board Director*

Jason Kratovil  
*Board Director*

Crystal Sargent  
*Board Director*

Brooke Fortson  
*Treasurer*

John Breyault  
*Board Director*

Kevin Everhart  
*Board Director*

Mark Pribish  
*Board Director*

Kimberly Sutherland  
*Board Director*

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Eva Velasquez  
*President and Chief Executive Officer*

James Everett Lee  
*Chief Operating Officer*

Mona Terry  
*Chief Victims Officer*

## Directors Emeritus

Mike Cook  
*XOR Data Exchange*

Matthew Donahue  
*Government Performance Solutions*

Dr. Charles E. Nelson, Ph.D.  
*Crime and Trauma Recovery  
Program, San Diego*

Matt Cullina  
*CyberScout*

Julie Ferguson  
*Ethoca*

Stewart Roberts  
*Qualcomm*

Ron Davis  
*Qualcomm*

Susan Grant  
*Consumer Federation of America*

Eric Trapp  
*Retired Vice President, Security &  
Technology, Sempra Energy*



# Supporters and Partners

## Supporters



## Partners

We take great pride in collaborating with numerous organizations from a wide variety of industries in business, government, non-profits and academia, all of which are dedicated to helping prevent people from becoming victims of identity crimes and recover from them when they happen. Please [click here](#) to visit our website for a full list of our supporters and partners.

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## Consumer & Business Resources

The ITRC offers a variety of low-cost identity education, protection, and recovery services for small businesses as well as free victim assistance and education opportunities for consumers. To learn more, [click here](#).

## For Media

For any media-related inquiries, please email [\*\*media@idtheftcenter.org\*\*](mailto:media@idtheftcenter.org).

# Appendix

The Better Business Bureau requires non-profit organizations, including the ITRC, to publish certain financial information in their annual reports in order to be listed as an accredited charity. This information is also contained in the ITRC's annual tax return (Form 990) that is available on our website, from the Internal Revenue Service, and the Attorney General of California.

This data reflects the most recent audited financial information available as of June 22, 2023.

- + **Total Income** – \$1,618,934
- + **Program Expenses** – \$1,510,260
- + **Administrative Expenses** – \$234,471
- + **Fundraising Expenses** – \$204,897
- + **Total Expenses** – \$1,949,628
- + **Ending Net Assets** – \$737,169

See Figure 6

You may review the ITRC's 2022 IRS Form 990 [here](#).

**Figure 6 | ITRC's Audited Financial Information**

<b>Total Income</b>	<b>\$1,618,934</b>
Program Expenses	\$1,510,260
Administrative Expenses	\$234,471
Fundraising Expenses	\$204,897
<b>Total Expenses</b>	<b>\$1,949,628</b>
Ending Net Assets	\$737,169