



## first direct teams up with ID theft and personal security experts red24

HSBC's internet banking division first direct has strengthened its partnership with independent global risk management expert red24, by offering customers access to round-the-clock financial security assistance, including a bespoke recovery plan for ID theft victims.

first direct's **first directory** account holders now benefit from red24's expert security and crisis response management services. These include personalised identity theft and security advice, full access to red24's website, travel safety briefings, daily news briefings, SMS travel alerts and a 24/7 helpline to provide immediate support at any time.

red24 provides a range of personal security services, from online safety to security whilst travelling abroad, including a global response team to locate or assist customers and their immediate family members should they encounter trouble abroad. This new partnership extends red24's existing relationship with the HSBC Group, where it already offers services to premium value-added accounts.

Jonny Simpson Tarling, red24's commercial director, said: "Identity theft and personal banking violation are significant and growing concerns, and have a profound effect on their victims. We can help customers avoid being targeted, but also support and help them recover should they fall prey to banking fraud.

"Whether you are buying goods online, or travelling to an unfamiliar destination, red24 can help, no matter what time of day or wherever you are in the world. Our crisis response centre is staffed by risk and security experts, on call to **first directory** account holders whenever they need us."

red24's clients include corporate travel specialists Hogg Robinson Group and insurance firm Sagikor. It boasts a specialist team which includes Neil Thompson, a former Detective Superintendent of the National Crime Squad, alongside former senior military personnel and highly-skilled risk and security analysts with expertise in ID theft, fraud and personal protection.

A summary of the service provision to **first directory** account holders is outlined below:

**Personal security website:** security advice to help avoid threats to customers' identity and personal belongings, alongside advice for safe travel to 170 worldwide destinations including information on security hotspots, cultural considerations, safe transportation and emergency contacts.

**Daily News:** daily email reports for subscribers, delivered every working day, covering political instability, civil unrest, disease outbreaks, crime patterns and terrorism news from around the world.



Global Security Specialists

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**Travel safety briefings:** a security briefing written for individual travel itineraries, emailed or posted to customers, covering the risks, preventative measures and important contacts needed to prepare the customer or a family member\* travelling abroad.

**SMS travel alerts:** free mobile phone text alerts notifying customers of high risk events happening in or close to their current location (including terrorist, civil unrest and severe weather risks).

**ID Theft Assistance:** 24/7 preventative and reactive identity theft advice. If a customer falls victim to an identity thief, red24 will guide them through a recovery plan or in more serious cases, a red24 security specialist will visit them in person to assist.

**24/7 help line** for all security queries.

\*restrictions apply

#### **About first direct:**

**first direct** was recently voted the top call centre in the UK for customer service. The Top 50 Call Centres for Customer Service 2008 awards were based on over 20,000 calls to over 50 call centres in the UK. first direct is a division of HSBC Holdings plc. HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from more than 9,500 offices in 85 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. With assets of US\$2,547 billion at 30 June 2008, HSBC is one of the world's largest banking and financial services organisations.

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#### **Notes for editors:**

For more information, please contact Lucy Ferguson on 01869 353 803 or on email: [lucy.ferguson@razor-pr.com](mailto:lucy.ferguson@razor-pr.com)

#### **About red24**

red24, leading providers of global risk management solutions, are experts in security, intelligence, high-level threats and protecting employees abroad. Staffed by former senior military and police personnel, they offer expert and informed advice, 24 hours a day, 365 days a year. red24's product offerings range from providing advisory information on business travel destinations to deploying on-the-ground teams in response to a high-level threat. Find out more at [www.red24.info](http://www.red24.info)