

parents say they are only "somewhat familiar" or "not at all familiar" with child identity theft.

"This new research tells us that many parents are still unaware of the threat of child identity theft, while data from the Federal Trade Commission and other sources show it is an increasing problem," said Trey Loughran, president of the Personal Information Solutions unit of Equifax. "There is a gap between perception and reality."

Kristen Wofford is a Certified Identity Theft Risk Management Specialist and is passionate about educating parents about identity theft and keeping kids safe online. Ms. Wofford conducts free seminars to educate parents as well as their children about safeguarding their information and ways that parents can monitor and control Internet activity.

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