



Cooperating in building the future

## I Keep It To Myself campaign: 3 Quebec financial institutions join forces to fight fraud

**Montreal, March 1, 2016** – Did you know that on the black market, an identity is ten times more lucrative than a credit card number? That's one of many factors that incited [Desjardins Group](#), [National Bank](#) and [Laurentian Bank](#) to team up for Fraud Prevention Month to launch the [I keep it to myself](#) campaign. The aim of this campaign is to raise people's awareness of fraud prevention and of how important it is to protect their online personal and banking information.

Identity theft can have a serious financial and psychological impact on the victims. The 3 campaign partners want the public to get a better understanding of the risks involved and, above all, to avoid falling into the trap by being more cautious when they provide their personal information online and on social media.

The campaign website [ikeepittomyself.com](http://ikeepittomyself.com) provides a host of information, including how to help people detect fraud, quizzes, video clips, useful articles and practical tips.

"Our personal information is extremely valuable and sought after by fraudsters," said Benoit Dupont, Scientific Director at Smart Cyber Security ([SERENE-RISC](#)) and campaign spokesperson for [I keep it to myself](#). "Date of birth, mother's maiden name, name of elementary school; these are only a few examples of personal information that can be used to steal identities. While we must not get overly paranoid, we must clearly understand what we're exposed to so we can do our part to limit the risks. The campaign will help people become aware of what type of information they provide, sharpen their reflexes, limit information access and disclose less information on public websites and, overall, to be more cautious online."

This is the first joint campaign on this priority issue for the 3 financial institutions. The statistics from the [Canadian Anti-Fraud Centre](#) speak for themselves: thousands of complaints every year and several million dollars lost to fraudsters.

### About Desjardins Group

Desjardins Group is the leading cooperative financial group in Canada and the sixth largest cooperative financial group in the world, with assets of \$248.1 billion. It has been rated one of the Best Employers in Canada by Aon Hewitt. To meet the diverse needs of its members and clients, Desjardins offers a full range of products and services to individuals and businesses through its extensive distribution network, online platforms and subsidiaries across Canada. Considered North America's strongest bank according to Bloomberg News, Desjardins has one of the highest capital ratios and credit ratings in the industry.

**About National Bank**

With \$219 billion in assets as at January 31, 2016, National Bank of Canada, together with its subsidiaries, forms one of Canada's leading integrated financial groups. The Bank has close to 20,000 employees and is widely recognized as a top employer. The Bank's securities are listed on the Toronto Stock Exchange (TSX: NA). Follow the Bank's activities at [nbc.ca](http://nbc.ca) or via social media such as [Facebook](#), [LinkedIn](#) and [Twitter](#).

**About Laurentian Bank**

Laurentian Bank of Canada is a banking institution whose activities extend across Canada. The Bank serves one and a half million clients throughout the country and employs more than 3,700 people whose talent and dedication have made it a major player in numerous market segments. The Bank has more than \$40 billion in balance sheet assets and \$42 billion in assets under administration.

- 30 -

**Information (for journalists only):**

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