

# SmartIDentity - Business

## FREQUENTLY ASKED QUESTIONS/QUICK FACTS FOR DEALERS

### **Q: Why are dealers receiving this information and why now?**

**A:** The FTC's Red Flags Rule, part of The Fair and Accurate Credit Transactions Act of 2003, requires that creditors (including auto dealers), develop, implement, and maintain a comprehensive Identity Theft Prevention Program (ITPP) by May 1, 2009.

### **Q: Why is GMAC working with two providers on this product?**

**A:** GMAC has contracted with two leading providers to give dealers access to a suite of Red Flag and Data Breach products:

*CounselorLibrary.com powered by Hudson Cook, LLP (HC)* – provides Red Flags web-based services, which will assist dealers in establishing Red Flag processes specific to a dealer's needs, as well as important information for dealers to have in the event of a data breach.

*Merchants Information Solutions, Inc.* – provides data breach web-based services, which can be purchased as protection, in the event of a breach of dealership data or purchased after-the-fact.

### **Q: Why should dealers purchase SmartIDentity-Business?**

**A:** GMAC has contracted with the leading providers in the business and arranged for group pricing lower than what a dealer could obtain on their own through these same providers. Even lower rates are available for GMAC wholesale dealers.

### **Q: Is there other information available to dealers regarding the federal Red Flags Rules?**

**A:** Yes, there are many other providers in the market place with various services and tools available to dealers. Dealers are encouraged to review several products offerings as part of the decision making process.

### **Q: Does GMAC endorse this product offering from Counselorlibrary.com/SmartIDentity or MIS?**

**A:** Consistent with GMAC policy, we are not in a position to endorse any one product or company. Dealers should review the SmartIDentity-Business materials and decide for themselves whether to purchase the services. With that said what GMAC is providing is an opportunity for dealerships to take advantage of preferred pricing with two industry leading providers.

### **Q: If the dealers sign up for the SmartIDentity-Business program listed on the web site, will that ensure that dealership is automatically in compliance?**

**A:** No. Dealers should work with their dealership counsel to assure their legal compliance. SmartIDentity-Business will provide dealers with access to proprietary, educational web sites, plus detailed information, forms and procedures designed to assist the dealership in developing a program that complies with the Red Flags requirements.

### **Q: If dealerships subscribe to the SmartIDentity-Business services and meet the requirements of the Red Flags Rules, does this preclude GMAC from reassigning contracts as stated in the GMAC Retail Plan and Lease Plan agreements?**

**A:** No. The SmartIDentity-Business product is not insurance against GMAC's reassignment of contracts. Also, a dealership's compliance with the Red Flags Rules does not affect GMAC's rights to reassign contracts to the dealership.

### **Q: What if a dealership does not have a Red Flags process and plan?**

**A:** Failure to comply may come with hefty penalties. The penalties can range from \$2,500 to \$11,000 per violation. Dealerships should consult with their attorney to better understand the consequences of non-compliance.

### **Q: Are discounts available for multiple dealership groups?**

**A:** Yes, enterprise-level pricing can be arranged on a case-by-case basis for dealer groups with four or more dealerships.

### **Q: What is RouteOne doing in support of Red Flags rules?**

**A:** RouteOne has introduced Identity Verification and Authentication tools powered by RouteOne and TransUnion. These tools are designed to assist dealerships with assessing levels of risk at the point of sale. Dealers are also encouraged to review these services in conjunction with their overall Red Flags plan.

### **Q: Does GMAC have plans to offer a consumer identity theft product?**

**A:** GMAC is currently evaluating potential products to offer to consumers.