

FOR IMMEDIATE RELEASE

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Access Smart[®] Recommends ID Experts[®] for Data Protection

Data Privacy Laws require both Technology and Policies for Prevention and Remediation



Ladera Ranch, CA – Feb. 05, 2010 – [Access Smart](#) announces today its full recommendation and endorsement of [ID Experts](#), the leader in comprehensive data breach solutions, to companies, healthcare providers and government agencies who need to comply with the many different data privacy laws. While Access Smart offers technologies to secure data, companies also need to implement a prevention and remediation strategy.

“Data breaches can be devastating to a company in both costs and reputation,” said Dovell Bonnett, founder and CEO of Access Smart. “That is why we believe that companies need to take a more holistic approach to security. Technology cannot do it all so that is why you need experts to evaluate the overall risk of a breach and have the strategies in place before a breach occurs.”

Businesses, healthcare providers, schools and government agencies have a daunting challenge – to comply with the new government privacy protection laws. Before a company or organization can deploy any security measures, they first need to understand and locate their vulnerabilities. ID Experts analyzes, recommends and implements customized strategies and policies to meet the customer’s needs. Access Smart’s Power LogOn[®] security technologies together with partner’s solutions target the four vulnerability points within a business:

- Building and parameter security
- Employees and Documents
- Computer Access and Data Storage
- IT Networks

Finally, should a data breach occur then the remediation and restoration process that ID Experts implemented can protect your customers, reduce your liabilities and safeguard your brand.

The different privacy laws, like American Recovery and Reinvestment Act, HIPAA, HITECH, Red Flags, FACTA, GLB and a whole slew of other laws can be very daunting. Companies may have at one time thought they were not affected, but recently found out they were. Failure of a company to protect and safeguard their customers, employees or patient’s personal information can force a company into bankruptcy.



"By integrating upfront planning, technology integration, remediation and restoration companies can greatly reduce the costs due to data breaches, identity theft and identity fraud," said Bob Gregg, CEO of ID Experts. "Companies like Access Smart offer an affordable layer of technology protection."

Power LogOn is a smartcard-based, password security solution that safeguards computer, network and online account access. Power LogOn benefits its customers by protecting them against identity theft and ensuring they never have to remember or type a password again.

"Power LogOn is the most open and versatile computer logon security solution on the market," said Mr. Bonnett. "We have partnered with physical access manufacturers, data encryption manufactures and network security integrators to offer a single, integrated solution. We are now very proud to recommend the data breach prevention analysis and remediation component to the war on identity theft."

About Access Smart, LLC:

Headquartered in Ladera Ranch, California, Access Smart, LLC removes the burden and cost of internet security on employees, IT administrators and business owners. Dedicated to empowering businesses and consumers to securely regain control over their digital information, Access Smart offers unique, high-quality, integrated hardware and software packages that securely manage important data over wired and wireless networks, computers, Point-of-Sale devices, kiosks, and any other device that can accept and communicate via smartcard technology. For more information about Access Smart, please visit <http://www.access-smart.com>.

About ID Experts

ID Experts provides data breach solutions, risk assessment, forensic investigation and fully managed victim identity restoration to corporations, financial institutions, healthcare organizations and government agencies. As a leader in data breach prevention and remediation, the company has managed hundreds of data breach events, protects millions of individuals from identity theft and authored the Identity Crime Victim's Bill of Rights. ID Experts is actively involved with industry organizations including ANSI/Identity Theft Prevention and Identity Management Standards Panel, International Association of Privacy Professionals, Internet Security Alliance, and the Santa Fe Group. For more information, visit <http://www.idexpertscorp.com>.

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