



NEWS FROM SCDCA

SOUTH CAROLINA DEPARTMENT OF CONSUMER AFFAIRS
Carri Grube Lybarker, Administrator



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FOR IMMEDIATE RELEASE

SCDCA Fields Over 33,000 ID Theft Related Calls

Columbia, SC... Between November 2012 and March 2013, the South Carolina Department of Consumer Affairs (SCDCA) received over **33,000 telephone calls** to its toll-free number, with staff assisting those callers for nearly **84,000 minutes**. SCDCA received a majority of the calls in January where approximately 11,500 calls resulted in agency staffers assisting consumers for nearly 30,000 minutes.

Prior to the Department of Revenue security breach, the agency averaged approximately 2,000 general calls to this number per month with a total call duration averaging 3,500 minutes. For the current calendar year (January 2013-March 2013), SCDCA has already received 1,000 more calls than it received in the entire calendar year 2011, with call durations exceeding 2011 by a total of nearly 16,000 minutes. “SCDCA staff provided impressive customer service under pressure when assisting consumers one-on-one with their breach related questions and concerns. The poise, dedication and initiative displayed were impeccable,” said Carri Grube Lybarker, SCDCA Administrator.

In addition to assisting consumers by phone, SCDCA also produced and disseminated educational materials, including [Consumer Alert: Special Edition](#) and [How to Place, Lift or Thaw a Security Freeze](#). Two new YouTube videos made their debut as well, “[Worried about Identity Theft?](#)” and “[ID Theft: Why IT Should Matter to You.](#)” This information and more is available on the [Identity Theft Resources page](#) of SCDCA’s website.

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SCDCA aims to protect consumers from inequities in the marketplace through advocacy, complaint mediation, enforcement and education. To file a complaint or get information on consumer issues, visit www.consumer.sc.gov or call toll-free, 1.800.922.1594.

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