E*TRADE Advisor Services (EAS) continues to mitigate fraudulent risk

E*TRADE ADVISOR SERVICES

E*TRADE Advisor Services to implement new Caller Identity Verification

As part of our ongoing commitment to security and privacy for you, your staff and your clients, E*TRADE Advisor Services (EAS) will be implementing a new **Caller Identity Verification** procedure to further reduce the risk of fraudulent activities related to EAS accounts.

What is Caller Identity Verification?

Caller Identity Verification has two components:

1. <u>Authentication</u>: Ensure the person on the phone is who they say they are
2. <u>Authorization</u>: Ensure the authenticated caller has the authorization to do what they are requesting us to do

Why do we need it?

- RIAs and their staff call EAS for a variety of reasons – sometimes for help with a form or screen, sometimes to obtain information, and sometimes to request action.
- We make every effort to get to know you and your staff. Nonetheless, things can change – for example, you may hire a new employee or we may hire a new employee.
- Verifying the identity and authorization of callers helps reduce the risk of fraud.

How will it impact my business?

Our goal is to make the new procedure as unobtrusive as possible. For well-established relationships, the process will only be a mouse click or two by the Client Services Advocate (CSA). In other situations, the CSA may need to ask the caller a few questions. In either case, we strive to be sensitive to your time while taking a few extra steps to reduce the risk of fraud.

Next Steps:

Effective next month, we'll be authenticating your calls by asking for various pieces of information for verification purposes – if you reach a Client Service Advocate who is not familiar with you, we will ask some questions for authentication purposes.

Please complete the *RIA Verification Form* for all persons that will be communicating with Client Service Advocates and return it by November 30. If you'd rather complete one form per person, you may do so.

As always, let your Client Service Advocate know if you have any questions or concerns.

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