

# The Shield

## FIRST ALARM Ranks #36 in the Nation



Aptos-First Alarm is proud to be ranked in the 20th Anniversary of SDM 100. Security Distributing & Marketing Magazine (SDM) publishes an annual report of the largest 100 security installers and monitoring companies in the nation. In the May 2010 issue, First Alarm was ranked 36th in the nation for 2009.

First Alarm is pleased to be one of the only providers in Northern

California that is equipped to handle all security needs in-house. Our Security Consultants are able to assess individual security needs and offer customized solutions.

We are able to stay at the forefront of technology and innovation in order to meet the growing security needs of residential, commercial, industrial, and educational facilities. In 2009, we launched **FIRSTVIEW** which includes our array of real-time video services. We have emerged as a leader in remote video monitoring services and have provided our customers with the ability to have a real-time

virtual security guard who is always on duty.

Our remote video security services allows our customers to investigate and verify alarm signals, visually monitor the opening and closing of their business, and conduct video patrols at random intervals, and more!

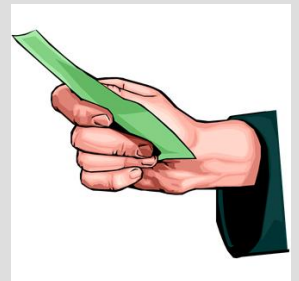
First Alarm also offers fire and life safety systems, access control, and security guard & patrol services. In-order to provide our customers the best service, our central monitoring station operates 24-hours a day, 365-days a year!

### We Appreciate Your Referrals!

If you refer a potential customer to us, and they sign a contract with us, you'll receive either a \$50 credit (residential) or \$100 (commercial) credit towards monitoring services.

**Have a referral? Contact your local branch or email [info@firstalarm.com](mailto:info@firstalarm.com)**

All referral information will be kept confidential. First Alarm will not give, rent, or sell information to anyone, ever.



### Pay Direct

Contact our **Customer Service/ Accounting** department at **(831) 687-4270** to sign up for First Alarm *Direct Pay*, Credit Card payments, or Annual Pay.

# Staying Safe From Phishing



Identity theft is an increasing cause of concern. According to

the 2009 *California Identity Theft Consumer Complaint Data report* published by the Federal Trade Commission, California has ranked in the top 4 of identity theft complaints by state since 2003. In 2009, California was ranked #4 after Florida, Arizona, and Texas. New York was ranked at #8. 18% of complaints had to do with Credit Card Fraud.

According to the Federal Trade Commission (FTC), approximately 9 million Americans will have their identity stolen each year. Identity thieves are skilled at various tactics on how to get hold of your information. One growing area is Phishing. Phishing is when a thief pretends they are a financial institution or company and sends

spam or pop-up messages to get you to reveal your personal and financial information.

A typical Phishing spam message may begin with the following:

*"We suspect an unauthorized transaction on your account...."*

*"During our regular verification of accounts we found we are missing some of your information...."*

*"Please call to verify your information..."*

*Practice these safety tips to reduce your chances of experiencing on-line identity theft through Phishing.*

Use anti-virus and anti-spyware software, and update them regularly.

- ⇒ Use Firewalls.
- ⇒ Never email personal or financial information.
- ⇒ Review your credit card and bank account statements

monthly. Contact the bank if you see a discrepancy no matter how small the dollar amount.

- ⇒ Take caution in opening attachments from unknown senders.
- ⇒ Always look at the "From" line in an email when you are unsure of the content. The "From" line should have the senders email address and it should be one you recognize.

If you believe you've received a Phishing email forward it to: **spam@uce.gov** and to the bank or person that the email is impersonating. You can also forward any Phishing emails to: **reportphishing@antiphishing.org**.

If you've been scammed, visit: **www.ftc.gov/idtheft** for information on what steps you should take next.

Source: [FTC.gov](http://FTC.gov), [onguardonline.gov](http://onguardonline.gov)

## \$99 Summer Tune-Up

Call your local branch office to set up your Summer Tune-Up today!

- Complete test & inspection of the system.
  - Adjustments to devices as needed.
  - Check of main back-up battery.
- Check of decals, yard signs and replacement if necessary.



\*Residential and small business customers only. Additional repairs will be charged at regular service rates. Battery replacement at an additional cost.