

09/05/2013

DON'T BE A WALKING TARGET—CRIME FIGURES REVEAL MOBILE THEFT MAKES UP HALF OF ALL PERSONAL THEFT INCIDENTS

Halifax Home Insurance is warning 'switched-on' Britons to keep safe when out and about, after figures released today showed almost half (46%) of pick pocketing incidents in the past year involved a mobile phoneⁱ.

The Office for National Statistics (ONS) statistics revealed a 31% increase in 'theft from the person' incidents involving a mobile phone recorded for the previous yearⁱⁱ.

The recent **Halifax Insurance Digital Home Index**, found that UK adults each own an average £4,164 worth of technology devicesⁱⁱⁱ. With 46 million (96%) of the UK population taking a mobile phone out and about, 9 million (19%) carrying an MP3 player and 20 million using a digital camera away from the home, Britons could be in danger of becoming walking targets for opportunistic thieves.

Despite three-quarters (73%) of the UK population admitting that they struggle to go a single day without technology devices such as smartphones, laptops and MP3 players, just a third (33%) has insurance cover for their items when they are taken outside the home

The ONS Crime Survey showed that between the period of December 2011 and December 2012, around 2% of mobile phone owners experienced a phone theft, with Britons aged between 14-17 years old and 18-24 years old being twice as likely to have experienced this kind of theft.

Martyn Foulds, senior claims manager at **Halifax Home Insurance**, said: "These latest crime figures prove that as we increasingly carry around costly technology devices, such as smart phones and tablet devices, thieves and pickpockets are becoming savvy to this. It is particularly concerning that it is the younger generation being targeted.

"As a nation, we are now more dependent on our smart phones and laptops to stay connected than ever before, yet one in five is still failing to protect them. This leaves the UK overwhelmingly exposed to the tune of £32bn on gadgets alone. As well as urging people to stay safe and not be a walking target for would-be thieves, it's also important to ensure that any prized devices are insured in case of theft or damage.

Keeping your technology devices safe: advice from Halifax Home Insurance

For further information please contact:

Halifax Press Team:

Kimberley Hamilton, 0131 655 5450 / 07557 257 298 kimberley.hamilton@lloydsbanking.com

Melanie Matthews 07908 448310 melanie.matthews@lloydsbanking.com

09/05/2013

1. Out of sight

At home keep any expensive items out of sight and locked away where possible. Smaller items such as tablets, e-readers and smartphones are relatively easy to put in a cupboard or drawer. Where possible, make sure bigger items such as flat screen televisions and audio systems can't be seen from the street so they're not advertised to would-be thieves.

2. On the move

Demand for portable items is high and they can be easily reprogrammed and resold, making them extremely attractive to thieves. Reduce your reliance on your phone, tablet or designer headphones and it will be easier to be more discreet when using these items in public. When you're not using them, keep these valuables zipped safely in a pocket or bag. If they're being kept in the car, make sure that they're not in plain view.

3. Picture this

When you buy or receive a new, valuable device, make sure that you keep the receipts and take photographs of the item. This will help to ensure that your insurance claim is processed as quickly as possible. If you're storing this evidence electronically, make sure that it is backed up – either on an external hard drive or in cloud storage.

4. Password protected

While the value of a device might be high, the chances are that the information stored on it is even more valuable and harder to replace. Make sure that you have different passwords on all devices and wherever possible, choose the option to wipe the data if the incorrect password is entered a certain number of items.

5. Make your mark

Use an ultra violet pen to write your postcode on your valuable items to make them easier to identify.

For more information visit <http://www.halifax.co.uk/insurance>

- ENDS -

Notes to editors

The research was conducted by One Poll in January 2013 on a nationally representative survey of 2,500 adults aged 18 and over living in the UK. The survey was conducted by an online poll.

Halifax Home Solutions is underwritten by Lloyds TSB General Insurance Limited and has a 5 Star Defaqto rating. Halifax Home Options is underwritten by a panel of insurers in order to source a competitive premium for customers.

For further information please contact:

Kimberley Hamilton, Lloyds Banking Group

Tel: 0131 655 5450 or Email: kimberley.hamilton@lloydsbanking.com

For further information please contact:

Halifax Press Team:

Kimberley Hamilton, 0131 655 5450 / 07557 257 298 kimberley.hamilton@lloydsbanking.com

Melanie Matthews 07908 448310 melanie.matthews@lloydsbanking.com

Press Release



09/05/2013

Melanie Matthews, Lloyds Banking Group
Tel: 07908 448310 or Email: melanie.matthews@lloydsbanking.com

Flora Hancox, Cohn & Wolfe
Tel: 020 7331 5389 or Email: flora.hancox@cohnwolfe.com

Bhakti Gajjar, Cohn & Wolfe
Tel: 020 7331 5363 or Email: bhakti.gajjar@cohnwolfe.com

ⁱ Office for National Statistics – Crime Survey for England and Wales December 2011 – December 2012

ⁱⁱ Office for National Statistics – Crime Survey for England and Wales December 2010 – December 2011

ⁱⁱⁱ Respondents were questioned on the types of devices they own, which included television, smartphone, tablet, PC or laptop, DVD player, digital camera, games consoles

For further information please contact:

Halifax Press Team:

Kimberley Hamilton, 0131 655 5450 / 07557 257 298 kimberley.hamilton@lloydsbanking.com
Melanie Matthews 07908 448310 melanie.matthews@lloydsbanking.com