

Regions Bank Launches Fraud Prevention & Personal Safety Series Designed to Educate, Empower Consumers

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BIRMINGHAM, Ala.--(BUSINESS WIRE)-- [Regions Bank](#) on Monday announced the launch of the “Good \$ense” Financial Safety Series – a collection of articles and videos offering up-to-date insights to help keep consumers safe during the holiday shopping season and beyond.

“We work throughout the year to help protect customers from fraud, and we want people to know that, especially during the holidays, there are precautions you can take to reduce your chances of ever becoming a victim,” said Bill Burch, head of Corporate Security for Regions. “Criminals are always trying new methods of committing fraud – whether it’s identity theft, malware, counterfeit checks or any number of other tactics. The good news is that simple awareness can go a long way toward stopping criminals in their tracks.”

Throughout the next several weeks, Regions will share online articles, top safety tips and social media messages through [@RegionsNews](#) on Twitter. The information will alert consumers to common types of fraud and theft – as well as steps consumers can take to protect themselves. Further, Regions will share video messages through Twitter and the [Regions Financial YouTube channel](#). Articles will also be posted on [www.regionsbanknews.com](#).

The fraud prevention information will be relevant to a wide range of consumers, regardless of where they live, where they shop or where they bank.

Topics will include online shopping security, identity theft prevention and updated consumer alerts on methods such as text messaging and other tactics criminals use in an effort to persuade people to hand over personal, sensitive information. Articles will also highlight steps consumers can take if they believe someone has stolen their identity or has otherwise accessed their personal information.

Further, information will focus on ways consumers can protect themselves, their payment information and their purchases while visiting malls and shopping centers.

“Whether in-person or online, criminals look for any vulnerability they can find, so now is the time to take a fresh look and make sure you’re reducing those vulnerabilities wherever possible,” Burch said. “Bottom line – greater awareness and greater precautions simply make good sense.”

About Regions Financial Corporation

Regions Financial Corporation (RF), with \$125 billion in assets, is a member of the S&P 500 Index and is one of the nation’s largest full-service providers of consumer and commercial banking, wealth management, mortgage, and insurance products and services. Regions serves customers in 16 states across the South, Midwest and Texas, and through its subsidiary, Regions Bank, operates approximately 1,630 banking offices and 2,000 ATMs. Additional information about Regions and its full line of products and services can be found at [www.regions.com](#).

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