



NEWS RELEASE

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New Attorney General's Privacy Rights Handbook Available

PIERRE, S.D – Attorney General Marty Jackley announced today the updated version of the Privacy Rights handbook is now available to the public.

“Identity theft continues to plague consumers nationwide and with continued reports of security breaches and ID theft cases- it is likely not to change anytime soon, but more likely to become more sophisticated with the digital world we live in,” said Jackley. “More now than ever, consumers need to be proactive in protecting their personal and financial information and this handbook is a helpful resource.”

Anyone interested in receiving the latest edition of the Privacy Rights Handbook, may contact the Attorney General's Consumer Protection Division at 1-800-300-1986 or consumerhelp@state.sd.us. Consumers can also view the handbook by visiting the Attorney General's website at

<http://atg.sd.gov/Consumers.aspx>