

**Media Inquiries:**  
Arik Pelkey  
Director of Marketing  
[apelkey@kpaonline.com](mailto:apelkey@kpaonline.com)  
(o) 303-228-2384

## **KPA Offers Complete and Easy Solution for Compliance with Red Flags Rule**

*January 27, 2009*

Lafayette, CO — Three months after the federal Red Flags Rules went into effect for all lending institutions, many vehicle dealerships are still not in compliance and run the risk of being penalized by the Federal Trade Commission (FTC).

The Red Flags Rule, administered by the FTC, requires all lending institutions to develop and adhere to a program to identify, detect, prevent and respond to identity theft through the use of “Red Flags.” While the FTC has delayed enforcement of these new legal requirements until May 1, 2009, immediate compliance is still required, according to John Boggs, managing partner at Fine, Boggs and Perkins LLP and outside counsel to the California New Car Dealers Association.

“Don’t be fooled by the delayed enforcement,” said Boggs. “Liability can still exist for non-compliance right now. Unfortunately, compliance is very difficult for dealers without the right help.”

KPA, the nation’s leading provider of environmental, safety and human resources (HR) compliance services to the transportation and equipment markets, has developed a new automated service to train key employees on requirements as well as build and administer the Identity Theft Prevention Plan (ITPP) that Red Flags requires.

HotlinkHR™, the HR “forced compliance” system sold by KPA and already widely used by automobile and other types of dealerships, leads the user through the ITTP Builder to create a customized Identity Theft Prevention Plan for that dealership. The HotlinkHR system then schedules all of the written acknowledgments, necessary training, and documentation. In addition, the “Experience and Awareness Log” and “Annual Report” are also automated. This automated service makes compliance simple.

The new Red Flags Rule automated service is available to current HotlinkHR customers at no additional charge. HotlinkHR can be implemented for new customers in as little as a half day. Dealers can then immediately begin developing their ITTP.

# # # # #

### **About KPA**

Founded in 1986, KPA is the nation's compliance expert on safety, environmental and human resources (HR), serving 3,000 clients including Fortune 500 companies.

KPA provides an HR system which alerts clients of nightmare applicants and forces compliance with state and federal regulations while dramatically reducing administrative costs and the risk of lawsuits.

KPA's on site, on call, and online environmental and safety services are critical in reducing accidents and associated costs while ensuring the highest level of compliance with EPA and OSHA regulations.