

# Maggiore®

*Press release*

## **Only guaranteed clients for Maggiore.**

Rome, 23 April 2014 – Another new Maggiore initiative, another way to bring you **added value** - this time offering you the best protection against the growing phenomenon of **identity theft**. This is the new **Safety ID System** brought to you **for the first time in Italy** by the Maggiore Group in **exclusive partnership** with N.ID.O. SpA, a 100% Italian Group specialising in business intelligence services and with specific know-how in integrating and developing security services for identity protection. Using a sophisticated reader, as easy to use as it is technologically advanced, Safety ID System not only **checks the authenticity of your driving licence in real time** when you present it at the rental desk, but also provides long-term data protection for your personal details on the document, making them impossible to use by fraudsters. Once the Safety ID System has verified your licence, it will rapidly check to see if it's **valid** using a direct connection with the Ministry of Transport.

*"Protecting our clients' personal data has always been a priority for us", commented **Vittorio Maggiore**, Group President, "and this exclusive and high profile partnership means that we can now protect clients and ourselves from the damage caused by identity fraud."*

**The procedure is performed quickly and easily at the desk** and involves checking your licence's validity by scanning it with the Safety ID System. Your details are immediately saved and stored, making the process much faster for future rentals and considerably reducing the **environmental impact** thanks to the enormous amount of paper and printer ink saved.



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