

Allstate Identity Protection Presents

# Why Companies Should Care When Their Customers' Identities are Stolen





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Identity theft causes personal and financial harm, and it's not only your customers who end up paying a price. When your consumers have their identity stolen, this can spell big problems for your business as well. Let's take a closer look at why this is the case, and, most importantly, what you can do to protect your customers.

### Your customers are at risk – and they know it

It's no surprise that your customers are concerned with having their identity stolen. In 2019, 14.4 million consumers — about 1 in 15 people — became victims of identity fraud.<sup>1</sup> In fact, many Americans now rate criminal hacking as the primary threat to their health, safety, and overall prosperity.<sup>2</sup>

**#1**

Identity theft was the **most common fraud complaint** reported to the FTC in 2019<sup>3</sup>

**41%**

of Americans have been either **a victim, or know someone who has** been a victim of identity theft<sup>4</sup>

**21%**

of those who have experienced identity theft have been the victim of **multiple incidents**<sup>5</sup>

**13%**

Identity fraud **losses increased 13%** over the prior year to a total of \$16.9 billion (USD) in 2019<sup>6</sup>

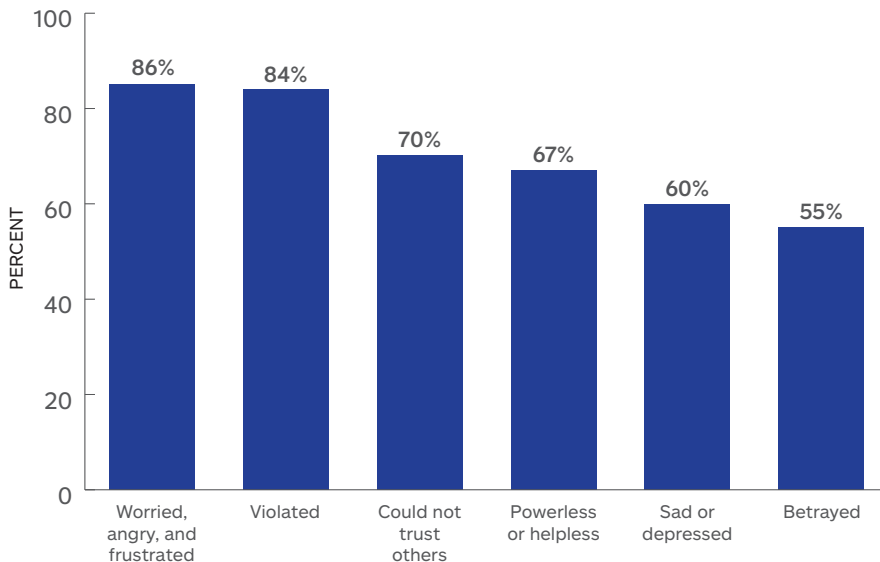
Why Companies Should Care:

**Your customers  
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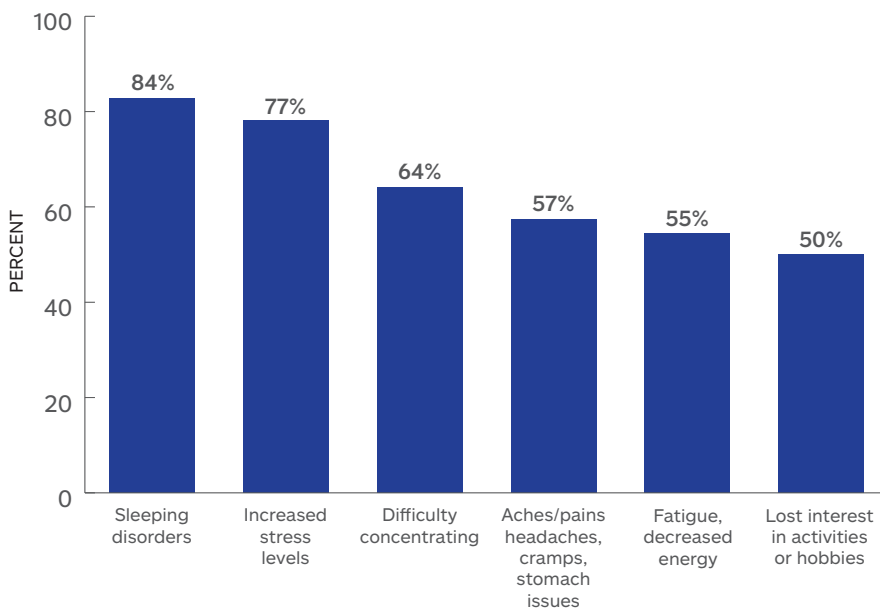
# Your customers may endure new challenges

The effects of identity theft often trouble consumers long after the criminal incident and in a multitude of ways. Research has shown that, in addition to the burden of unforeseen financial obligations, which may limit a customer's ability to pay their bills or make discretionary purchases, they may also be dealing with emotional distress.

## Identity theft victims reported feeling:<sup>7</sup>



## Identity theft victims reported experiencing:<sup>7</sup>



Why Companies Should Care:

**Your customers  
are looking to you  
for protection**





## Your customers are looking to you for protection

Identity and data theft protection is a service that customers not only expect, but demand. In fact, 86% of consumers have stated that it is a company's responsibility to protect their personal information. And, another 84% of consumers indicated that they would take their business elsewhere if they did not trust a company's ability to safely protect their personal information.<sup>8</sup>

- 76% of consumers believe companies (in general) are facing a crisis of consumer trust<sup>8</sup>
- 85% of consumers said they wish there were more companies they could trust with their data<sup>8</sup>
- And, 36% of consumers stated they are less comfortable sharing information today than they were a year ago<sup>8</sup>

## It's more than your business's reputation on the line

The exposure of a customer's personal information from a data breach may not only harm your reputation, but also your bottom line. The negative publicity and ensuing loss in customer confidence that follows a data breach can slow a company's sales for years.



36% of the total cost associated with a data breach comes from a loss of sales attributed to a decrease in customer trust<sup>9</sup>



A company loses approximately 2% of its value after a data breach<sup>10</sup>



Additionally, companies involved in a data breach generally incur three-to-five years of legal fees, expenses, and filing costs after the date of the incident

A Partner In Online Protection:

**We're here to  
help you protect  
your customers**



## We're here to help you protect your customers

With a number of solutions on the market, selecting a plan that goes far above and beyond traditional credit monitoring services is not always easy. Make sure the plan you select contains the following features, all of which can be included with Allstate Identity Protection.



A **powerful and easy** way to see online accounts and identify potential breaches with the Allstate Digital Footprint<sup>SM</sup>



**Proactive alerts** that notify on applications for credit cards, wireless carriers, utility accounts, and non-credit accounts



The **monitoring** of high-risk identity activity such as password resets, fund transfers, unauthorized account access, compromised credentials, address changes, and public record alerts



Tools to assist in monitoring and **preserving** your online reputation across social networks



A **dedicated advocate** to guide and manage your customer's full recovery process, restoring credit, identity, accounts, finances, and their sense of security, in the event identity theft does occur



**Up to a \$1 million Identity Theft Insurance Policy<sup>†</sup>** to cover lost wages, legal fees, medical records request fees, CPA fees, child care and more

<sup>†</sup>Identity theft insurance underwritten by insurance company subsidiaries or affiliates of Assurant. The description herein is a summary and intended for informational purposes only and does not include all terms, conditions, and exclusions of the policies described. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

Allstate Identity Protection is the marketing name used by InfoArmor, Inc., a subsidiary of The Allstate Corporation.



# Benefits of offering Allstate Identity Protection to your customers

When you offer Allstate Identity Protection to your customers, you may benefit by:

- ✓ Attracting and retaining customers with differentiated services from your competitors
- ✓ Building brand trust and loyalty among your current customer base
- ✓ Attracting new customers through innovative marketing, service offerings, and bundles
- ✓ Garnering higher price points and potentially increasing revenue margins
- ✓ Upselling current customers to more valuable premium packages

If you're serious about protecting your customers' identities, reach out. We'd love to help get you started.

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