

identity theft

could cost you more than you think

Each of your employees has financial and social data that's continually at risk of exposure. A data breach could not only be a problem for your employees, it could also be a problem for your company. That's why having employee identity protection in place is a smart move that may also help you protect your bottom line.

Data breaches are rising, with over 7.9 billion personal records exposed in the first half of 2019 alone.¹

These breaches hit a wide array of industries:


Banking/credit/
financial sectors
316,403
records exposed


Business sector
3,793,402
records exposed


Government/
military sectors
3,426,313
records exposed


Education sector
1,459,961
records exposed


Medical/
healthcare sectors
30,843,711
records exposed²

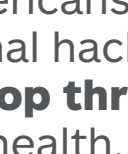
Identity thieves don't discriminate

Identity protection and data privacy are important regardless of your employees' income or job title. **Any PII is valuable to thieves** because it can be used to create new accounts or engage in other types of fraud. Allstate Identity Protection provides the tools to help your employees see and manage their personal data and take control of their privacy.

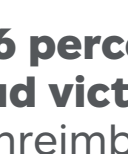
What's PII?

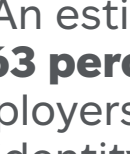
Personally Identifiable Information (PII) is any information that can be used to distinguish your identity, like a Social Security number or date of birth. This kind of sensitive personal data can be used by thieves to steal your identity.




Americans rank criminal hacking as the **top threat** to their health, safety, and prosperity³


American consumers were hit with **\$16.9 billion** in personal losses due to fraud in 2019⁴


26 percent of fraud victims had unreimbursed expenses in 2018⁴


An estimated **63 percent** of employers will offer identity theft protection as a benefit by 2021⁵

Dark web activity

A hub for illicit activity, the dark web is a hidden part of the internet, not indexed by search engines — an ideal place for black markets and hacker exchanges.

96%
of the internet is not accessible by search engines like Google⁶

Cost of a Social Security number: **\$1**

Cost of credit card account information: **\$110**

Cost of a person's full medical record: **\$1,000⁷**

Putting lives on hold

13 million people were victims of identity theft in 2019⁴ — delaying victims from achieving financial milestones like buying a first home or a new car.

New account and account takeover fraud are continuing to rise, making resolution even longer, because it's more difficult to establish this activity as fraudulent. As a result, there's an increase in the length of time thieves are able to misuse victims' identities.

What is new account fraud?

Thieves use a victim's personal information to open fraudulent credit or bank accounts.

New account fraud losses increased 17% in 2019⁴

What is account takeover fraud?

Criminals gain access to a consumer's account by changing the mailing address or adding themselves as a registered user.

Account takeovers increased 22% in 2019⁴

Problems at the office

Identity theft and fraud can have a negative effect on an employee's performance and your bottom line. It can translate to an increase in employee disengagement and risk of regulatory litigation for the company.⁸

What happens when an employee experiences identity theft?

38.89%
needed to use their savings to meet financial need

42.80%
noted their identity theft incident left them in debt

77.30%
saw increased stress levels⁹

What makes privacy and identity protection a rewarding benefit for your employees?

- | | |
|---|--|
|  Allstate Digital Footprint™ — exclusive to Allstate Identity Protection Pro Plus |  Financial transaction monitoring |
|  Comprehensive identity monitoring and alerts |  Data breach notifications |
|  Best-in-class remediation and restoration |  Social media monitoring |
|  Identity theft reimbursement¹ |  Coverage for pre-existing conditions |
|  Credit monitoring and alerts |  Protect yourself and your family ("under your roof and wallet") |
|  Dark web monitoring | |

Why is it essential for your company?

- ✓ Improves your ability to attract and retain top talent
- ✓ Reduces corporate litigation risks
- ✓ Decreases employee absenteeism
- ✓ Boosts employee productivity
- ✓ Levels up workplace cybersecurity
- ✓ Provides your employees with the security and well-being they need to focus on their jobs

We're the leader in employee identity protection

Studies show that taking a proactive approach to identity protection could help consumers protect themselves from fraud.¹⁰ Allstate Identity Protection provides unique tools and proactive monitoring that help users see, manage, and protect their personal data. With over thirty years perfecting our identity protection employee benefit, we offer the leading solutions for HR pros looking to keep up with employee needs.

Over 3,000 successful implementations

99%
client retention rate

99%
account management satisfaction rate

98%
implementation satisfaction rate

More than 30 percent of the Fortune 500 use our services


Generous family policy includes everyone under roof or under wallet


Access our portal on the go with our iOS or Android app


Full-service 24/7 fraud remediation with a highly trained in-house expert

Ready to learn more?

Call your benefits broker or sales director today to schedule a demo.

¹Identity 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.
²CNET, "2019 Data Breach Hall of Shame: These were the biggest data breaches of the year", December 2019
³Credit Union Times, "Data Breaches Plague 2019," July 2019
⁴www.darkreading.com, "Americans Rank Criminal Hacking as Their Number One Threat," September 2017
⁵2020 Identity Fraud Study, Javelin Strategy & Research
⁶The Willis Towers Watson 2018 Emerging Trends: Voluntary Benefits and Services Survey, 2018
⁷SANS Institute, "Under the Ocean of the Internet: The Deep Web," 2016
⁸CBS News, "Hackers are stealing millions of medical records - and selling them on the dark web," February, 2019
⁹https://www.jdsupra.com/legalnews/pennsylvania-supreme-court-ruling-opens-25831/
¹⁰2019 Identity Theft: The Aftermath Report, The Identity Theft Resource Center Report
¹¹2019 Identity Protection Service Provider Scorecard, Javelin Strategy