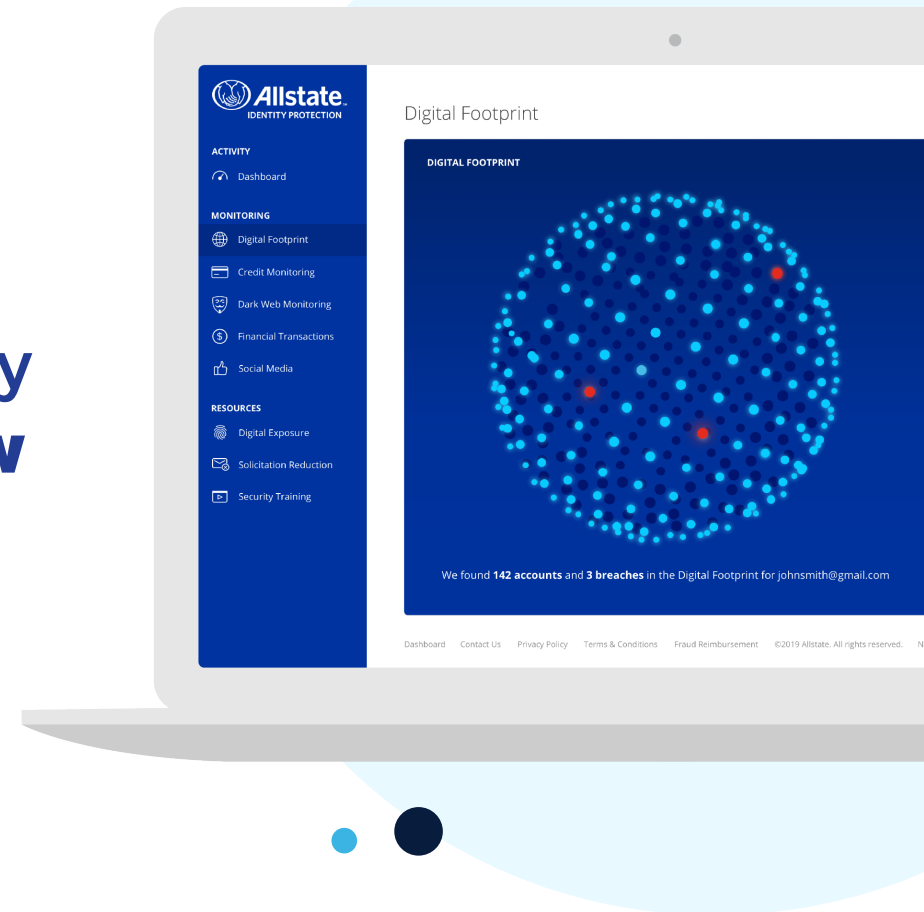





Transforming employee identity protection with a **powerful new approach to online privacy**





**“ I worked with InfoArmor on implementation and was impressed with the organization and response of the team. They made implementation easy.**

**— Charlie, HR manager**

# Identity protection is a vital employee benefit

## Employees want it, employers need it

Data breaches are now a fact of life — in the first half of 2019, over 7.9 billion personal records were exposed in breaches.<sup>1</sup> With data privacy concerns at an all time high, people are looking for protection and expertise — Allstate Identity Protection can help provide security to your employees, through our employer-paid or voluntary identity protection benefit plans. We deliver unique tools and proactive monitoring that help participants see their personal data, manage it with real time alerts, and protect their identity. Plus, participants never have to worry about covering the costs of fraud with our \$1 million identity theft insurance policy.<sup>†</sup>

**More than 13 million victims of identity fraud in 2019<sup>2</sup>**

**\$16.9 billion in overall losses due to identity fraud<sup>2</sup>**

**26% of victims had to personally pay out of pocket for fraud<sup>2</sup>**

1: CNET, "2019 Data Breach Hall of Shame: These were the biggest data breaches of the year", December 2019

2: 2020 Identity Fraud Study, Javelin Strategy & Research

<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.



# Why choose us?



## Privacy is our priority

We provide privacy management that goes beyond just identity protection. Innovative tools and comprehensive monitoring allow participants and their families to see and manage all the personal information they share. Our proactive approach helps users to prevent fraud and identity theft while shopping or banking or posting on social media. They can even get breach alerts for companies that may have exposed their personal data.



## We're focused on protecting your business

We were the first to build an identity theft solution around the needs of the benefits space. Now, with over 13 years perfecting our employee benefit, we offer the leading identity monitoring solutions to businesses of all sizes. All industries are represented in our more than 3,000 clients, from health, services, and education to leisure, hospitality, and manufacturing.



## Powerful, innovative technology

As threats change rapidly, so do we. We're reinventing protection by helping employees see the data they've left behind with the **Allstate Digital Footprint™** — available with Allstate Identity Protection Pro Plus. Also, our monitoring capabilities exceed those of any other provider. We search the dark web for compromised credentials and monitor financial transactions participants would never hear about otherwise. Our commitment to innovation means our detection capabilities are always expanding.



## Seamless integration

Our experience gained from more than 190 platform integrations and over a decade of refining implementation simplifies the onboarding process. Each new client has a dedicated implementation team who remains with them through the entire process. It's why so many of our clients say we're the easiest benefit provider they work with.



## Unrivalled customer service

When it comes to something as sensitive as identity protection, customer care is everything. Our highly trained in-house experts are second to none with a **97% satisfaction rate** for those we help. When resolving complex cases of identity theft, **our satisfaction score is a remarkable 98%.**







**13  
years**

of dedicated employee  
protection services

**3.5  
million**

lives protected



**99%**

client retention  
rate

more than  
**3,000**

successful  
implementations

# Why employees want identity protection

**32 percent** of identity theft victims reported that the incident caused problems for them at work.<sup>1</sup> When employees are worried about their privacy, identity, and finances, it's hard to perform in the workplace. Resolving an incident can distract from their day-to-day duties, since most of the remediation work has to be done during business hours. A stolen employee identity translates to lost productivity and missed work, which is a huge financial loss for your company. But when an employee is eligible for comprehensive identity protection, they know they have a dedicated team of experts helping them protect their privacy and security, so they can focus on what matters most.

**Americans rank criminal hacking as the number one threat to their health, safety, and prosperity.<sup>2</sup>**

## What happens when an employee experiences identity theft?


**38.89% used their savings to meet financial need<sup>1</sup>**

**42.8% noted that as a result of their identity theft incident they are in debt<sup>1</sup>**

**77.3% reported increased stress levels<sup>1</sup>**







# **Employees appreciate benefits that provide value to their lives**

Giving your employees access to Allstate Identity Protection helps you provide a generous benefits package that employees can tailor to their needs.



# Why it's critical for employers to protect their employee's privacy

With identity theft impacting over 13 million Americans a year,<sup>1</sup> it's a matter of when — not if — your employees are affected. Research suggests 30% to 50% of identity theft begins at the workplace.<sup>2</sup> We work to protect clients from costly employee disengagement, lessen litigation risks, and reduce the risks of regulatory fines and fees.

An estimated **63 percent** of employers will offer identity theft protection as a benefit by 2021<sup>3</sup>

## Ready to offer identity protection?

Call your benefits broker or sales director today to schedule a demo.  
Or, email us at

1: 2020 Identity Fraud Study, Javelin Strategy & Research

2: Society for Human Resource Management, "Identity Theft at Work: How to Protect Yourself and Employees," 2015

3: The Willis Towers Watson 2018 Emerging Trends: Voluntary Benefits and Services Survey, 2017



# What Allstate Identity Protection can do for your company



## Help protect against identity theft at its source: the workplace

Employers are sitting ducks for cybercriminals, who frequently target troves of employee, customer, or patient personal data. Statistics show that 30 to 50 percent of all identity theft originates in the workplace<sup>1</sup>, and fellow employees are often the cause — even managers and executives.



## Level up workplace cybersecurity

When employees are more secure, a company is more secure. Our proactive measures maintain security and help mitigate a company's risk if employee data is breached. We search the dark web to detect corporate and employee threats, providing intelligence that results in actionable alerts.



## Safeguard employee productivity and well-being

On average, it takes 100 to 200 hours to remedy identity theft<sup>2</sup> over the course of up to six months, and most of that work has to be done during business hours. For some victims, it can take years to resolve a problem, and that's lost employee time that directly impacts your bottom line.



## Boost talent acquisition and retention

92 percent of employees say that benefits are important to their overall job satisfaction.<sup>3</sup> Have your benefits kept up? Organizations that use benefits as a strategic tool for recruiting and retaining talent reported better overall company performance and above-average effectiveness in recruitment and retention compared with organizations that did not.<sup>3</sup> Providing identity protection shows that a company values its employees.

## Why is identity protection an essential benefit?

**Data breaches are rising, with over 7.9 billion personal records exposed in the first half of 2019 alone<sup>5</sup>**

**Over 500 million records were exposed in just one breach at Facebook in 2019<sup>5</sup>**

1: Society for Human Resource Management, "Identity Theft at Work: How to Protect Yourself and Employees," 2015

2: The Economist, "How to Protect Yourself Against the Theft of Your Identity," September 2017

3: The Society for Human Resource Management 2018 Employee Benefits Report

4: www.darkreading.com, "Americans Rank Criminal Hacking as Their Number One Threat," September 2017

5: CNET, "2019 Data Breach Hall of Shame: These were the biggest data breaches of the year", December 2019

# Allstate Identity Protection core features and benefits



## Allstate Digital Footprint

### Exclusive to Allstate Identity Protection Pro Plus

All the incredible things employees can do online requires something — data. A “digital footprint” is a collection of all the data you’ve left behind that might expose your identity. Our proprietary tool, part of Allstate Identity Protection Pro Plus, helps users see what accounts they have online and detect if personal information has been exposed.



## Comprehensive identity monitoring

Allstate Identity Protection is the employee benefit that maintains your workforce’s — and your company’s — privacy and security. We’re more than just credit monitoring. We search the dark web for compromised credentials, safeguard social media accounts, and monitor financial transactions participants would never hear about otherwise. Plus, our plans can cover every participant in the household, with no age restrictions.



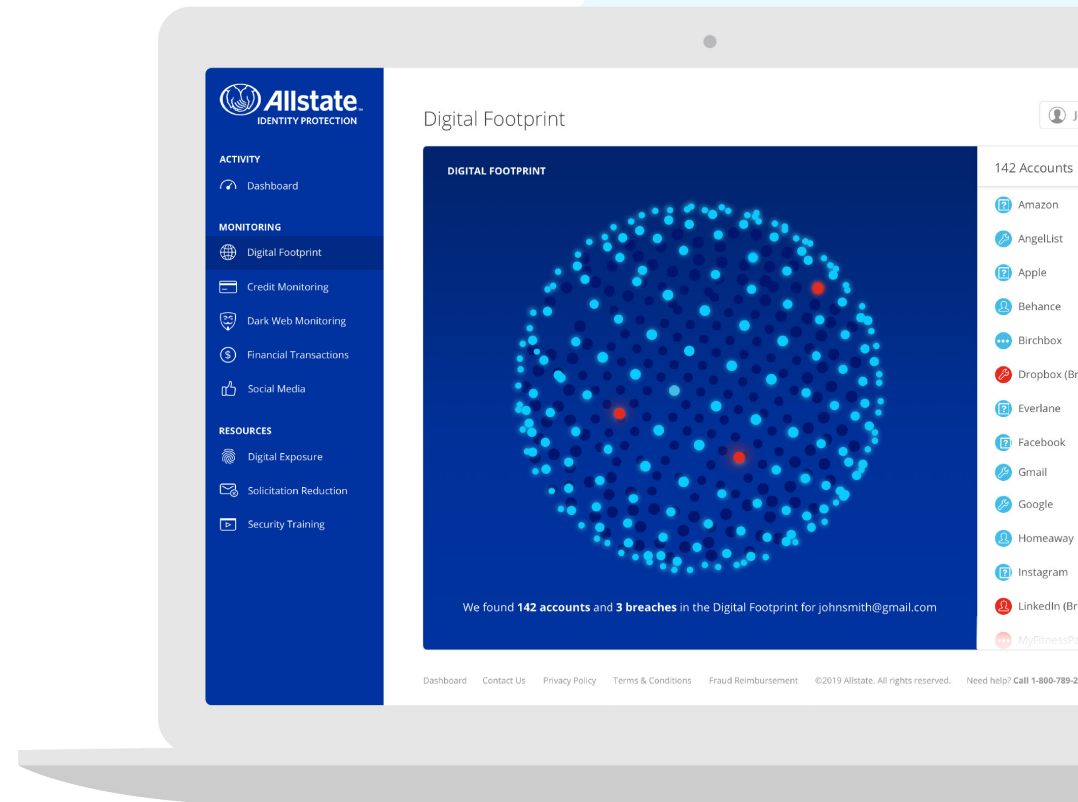
## Auto-on monitoring and alerts

Once we receive an employee’s Social Security number, we immediately begin monitoring and alerting, even if they’ve never logged in.



## Dark web monitoring

Our bots and experts scan closed hacker forums for compromised credentials.







## Social media monitoring

We keep tabs on social accounts for everyone in the family, watching for vulgarity, threats, explicit content, violence, and cyberbullying. And, as an exclusive to Allstate Identity Protection Pro Plus, we monitor for account takeovers that could lead to costly reputation damage.



## Financial transaction monitoring

Alerts triggered from sources such as bank accounts, thresholds, credit and debit cards, 401(k)s, and other investment accounts help customers take greater control of their finances.



## Best-in-class remediation and restoration

Should identity theft or fraud occur, victims will have a highly trained in-house expert to fully manage recovery and restore their identity. Have employees who experienced fraud that happened prior to enrolling? We will fix pre-existing identity theft at no additional charge. And since fraud doesn't take a holiday, our dedicated experts are available 24/7.



## Identity theft reimbursement

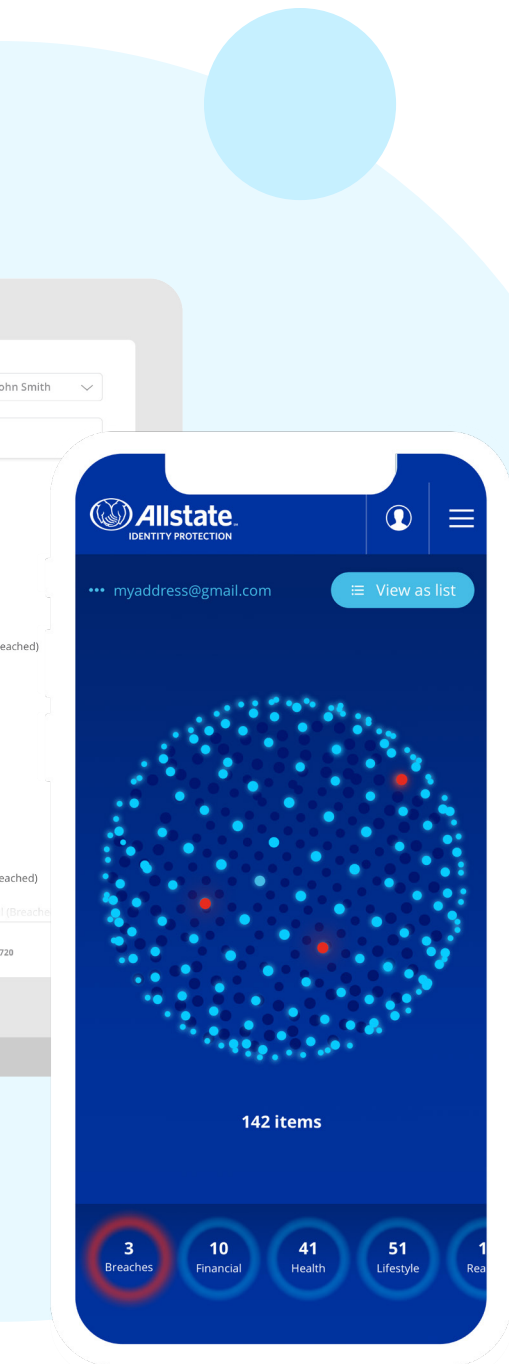
Our participants never have to worry about covering the costs of identity theft. Allstate Identity Protection's \$1 million identity theft insurance policy<sup>†</sup> covers any out-of-pocket expenses, lost wages, or legal fees.



## World-class security

Security is our top priority and a part of everything we do. Our systems are SSAE 18 SOC 1 and SOC 2 Type 2 accredited and updated every year. We have a perfect track record with zero security breaches and 99.99 percent site uptime.

<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.





**“ InfoArmor felt like it was family. I couldn’t believe how flawless it was.**

**— Paul, government employee**



# We're your expert team

When you choose Allstate Identity Protection for your employees, our priority is ensuring the smoothest experience possible.



## Seamless, worry-free implementation

Our goal has always been to make onboarding simple. That's why so many of our clients call us their easiest-to-work-with benefit provider. An experienced implementation team will guide the entire onboarding process. Our implementation directors have successfully onboarded more than 3,000 clients using over 180 different benefit administrative systems.



## Dedicated account management

Our unrivaled team of account managers are aligned to our clients' every business need. It's easy to ask questions — and get them answered. Their goal is to maximize the return on your investment.



## Responsive account management

Our in-house experts are trained and certified to handle and remediate every type of identity fraud case. They'll do everything possible to resolve any identity theft issues, regardless of how long it takes. When resolving complex cases of identity theft, our satisfaction score is an **industry-leading 100%**.





# Our success rates speak for themselves:

**99%**  
client  
retention rate

**98%**  
implentation  
satisfaction rate

**99%**  
account  
management  
satisfaction rate

## Ready to offer identity protection?

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Or, email us at



## **Protect your company and your employees**

Get the ideal benefit for an organization that is serious about protecting its employees, its business, and gaining a competitive recruiting edge.

### **Schedule a personal demo today**

**Call your benefits broker or sales director today to schedule a demo of Allstate Identity Protection.**

**Or, email us at**



# Allstate<sup>SM</sup>

## IDENTITY PROTECTION

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