By the Numbers

Identity Theft and Your Customers

Allstate
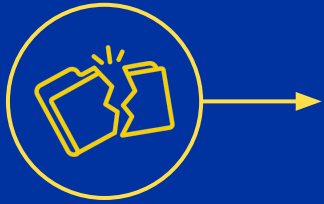IDENTITY PROTECTION

What is identity theft?

Identity theft is a serious crime that occurs when someone uses your personal information without your permission, for their benefit or financial gain.
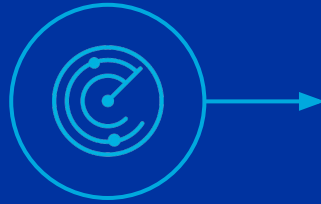
Stages of identity theft

Exposure of
Personal Data

Exploitation of
Personal Data

Detection

Remediation

Exposure of personal data

Exploitation of personal data

The first stage of identity theft occurs when thieves steal your personal data, which can occur either physically or digitally. It's important to remember you are not technically a victim of identity theft at this point; you just had your personal data compromised.
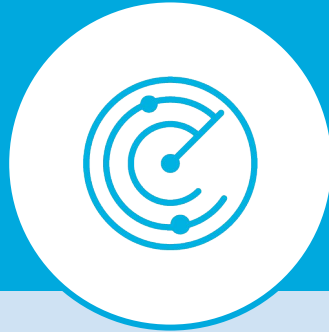
Often thieves will attempt to test the validity of the stolen information. If the data is confirmed as accurate, scammers will either attempt to steal more information from the same source or take immediate action on the data they already have. **When your personal data has been used without your consent, you are officially an identity theft victim.**

Detection

Remediation

While some forms of identity theft can be caught right away, others can go undetected for years. This can create significant problems for you in the future, as thieves can continue doing damage.

The remediation process can be a lengthy one, depending on how long your identity theft remained undetected. If left unresolved for too long, it could take thousands of hours to correct and take years to fully resolve.

Top ways personal data is stolen

Data breaches

Hacking

Phishing scams

Fraud & theft

How can stolen data be used?

- Opening new accounts

- Taking over existing accounts

- Using the victim's debit/credit cards for personal purchases

- Selling the identity on the black market

- Acquiring additional identity-related documents, like health insurance cards and passports

- Filing fraudulent tax returns

- Committing insurance fraud

- Renting and stealing rental cars

- Getting medical procedures, prescription drugs, and surgeries using stolen health insurance credentials

- Misrepresenting the victim's business

- Using the victim's identity when committing crimes/being arrested

Identity theft statistics

In 2019, there were 13 million victims of fraud in the U.S.

$14.9 billion in personal losses due to fraud

Account takeover increased 72 percent

Source: 2020 Identity Fraud Study, Javelin Strategy & Research

Your customers are worried about exposure

Americans rate criminal hacking as the **number one threat** to their health, safety, and prosperity.

...and they are unsure on how to protect themselves

73%
don't know how to check if their data has been breached

75%
believe that no matter what you do, cybercriminals will always be ahead

68%
want more control over how companies use their data

Introducing **a better way** to protect your customers and hit your business goals.

Together, we can provide your customers identity and privacy protection **from a market leader.**

13 years as a leader in identity protection

Over **3.5M** lives protected

Over **3,000** companies have chose to work with us

30% of the Fortune 500 are our clients

Allstate Identity Protection is more than a monitoring tool.

We've built identity protection from scratch, with features consumers care about.

Proprietary detection software and human operatives go deep in the web to **uncover stolen SSN, credit card numbers** and much more

Real-time, round-the-clock notifications alert for suspicious financial activity

Enhanced social media monitoring identifies suspicious activity and watches for threats, violence and cyberbullying for the whole family

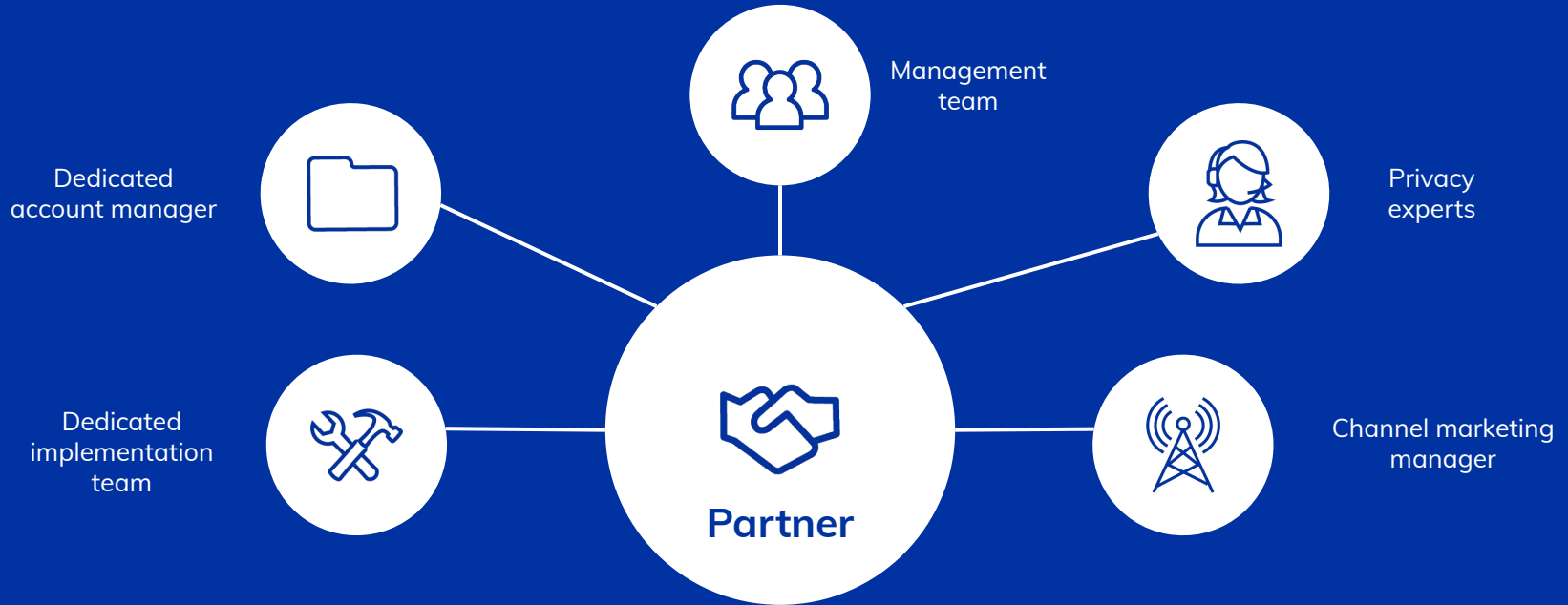U.S.-based privacy experts offer **24/7 care and a commitment to service**

Stolen funds reimbursements for monetary losses, out-of-pocket expenses, and legal fees resulting from identity theft

Our solutions **flex** to fit your business

Flexible partnership models mean your business, and your customers, get exactly what they need.

We're there **every step of the way** to do the heavy lifting, ensuring a smooth process...

Dedicated account manager

Dedicated implementation team

Management team

Partner

Privacy experts

Channel marketing manager

...with results **you** can put your name behind.

91.5
Service Net Promoter Score

Quality service
Gauges the loyalty of a company's customer relationships, >70 is deemed "exceptional."

100%
Post-remediation satisfaction rate

Quality support
Indicates how pleased our subscribers are after the identity theft issue was resolved.

<0.25%
Covered Clients Identity Fraud Rate

Effective outcomes
Allstate Identity Protection has fewer identity theft incidents due to superior monitoring and proactive detection.

vs. **5.6%** General Market **Identity Fraud Rate**
(Rate at which general market experiences IDT incidents per Javelin report)

Let's connect

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IDENTITY PROTECTION