

Data breaches and identity theft in the retail industry

Why is the retail industry targeted?

- By 2021, more than 2.14 billion people worldwide will be online consumers, making point-of-sale (POS) systems, e-commerce sites and other store servers increasingly important targets for hackers seeking large amounts of sensitive personal information¹
- Customers may be contributing to the potential for data breaches in the sector by neglecting to strengthen their passwords on accounts with retailers or enable two factor authentication when it's offered²
- E-commerce payment applications are particularly at risk for not just hacking, but also malware³
- Consumer rewards programs with retailers are targets because they can be leveraged for the "points" or for customers' personal information³

Must-know data breach statistics for retailers

234

security incidents in 2018¹

130+

data breaches in 2018¹

\$3.13

of costs were incurred by U.S. retailers for every dollar of fraud committed⁴

97%

of retail breaches are financially motivated³



Security incidents in 2019: what retailer data was exposed?

64%

payment details³

20%

employee credentials³

16%

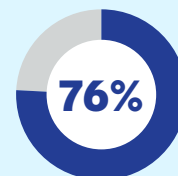
personal information³



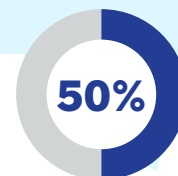
Allstate
IDENTITY PROTECTION

Protect your employees, protect your business

Empower your employees with the protection they're looking for. High quality, valuable privacy protection improves public perception and trust. Plus, it may reduce the probability of litigation for your organization and increase your employees' security awareness and safety.



of Americans don't believe companies are doing their part to protect data⁶



of Americans say they don't know who to trust⁵

Why choose Allstate Identity Protection

Best-in-class technology, innovation and expertise



91.4

Net Promoter Score (NPS)



98%

implementation satisfaction rate



99%

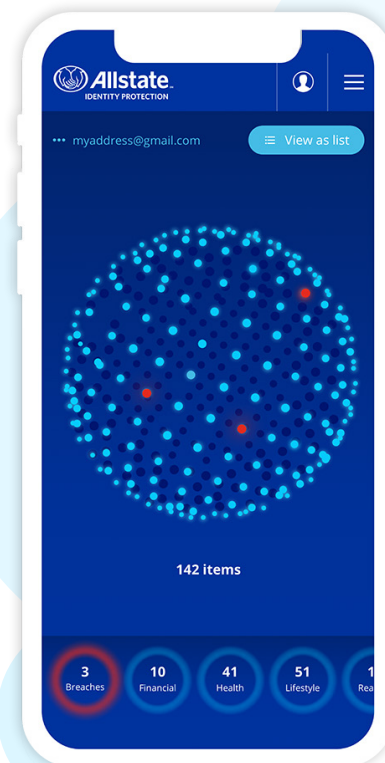
account management satisfaction rate



99%

client retention

- Comprehensive and ongoing administrative support
- Easy onboarding that includes comprehensive product education and a dedicated client relationship advisor
- Scalable and flexible payment models that minimize risk
- Expert customer service representatives based in the U.S.
- Proactive, real-time alerts that help employees manage their privacy
- In-depth monitoring of the dark web for employees' compromised personal data, plus high risk transactions, data breach notifications, and more
- Tools to monitor and preserve an employee's reputation across social networks
- A dedicated advocate to guide and manage an employee's full recovery process



Ready to get started?

Contact us at sales@infoarmor.com

¹Identity Theft Resource Center, "10,000 Breaches Later: Top Five Retail Data Breaches," September, 2019

²CNET, "Why more people don't use simple two-factor authentication," August, 2018

³Verizon Enterprise, "2019 Data Breach Investigations Report," May 2019

⁴LexisNexis, "True Cost of Fraud Report," 2019

⁵Allstate Data Privacy and Consumer Expectations Survey

⁶Allstate Digital Safety Offering Study, MARA

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