



theft

could cost you more than you think

Your customers and employees have financial and social data that's continually at risk of exposure. A data breach could not only be a problem for them, it could also be a problem for your company. That's why safeguarding their data, privacy, and identity is a smart move that may also help 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:











Identity protection and data privacy are important regardless of income or job title. All 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 customers and employees see where their personal data lives online, spot possible threats to their identity, and look after their privacy. What's Personally Identifiable Information PII? (PII) is any data that can be used to distinguish your identity, like a



criminal hacking as

the **top threat** to

their health, safety,

and prosperity³



Social Security number or date

personal information can be used

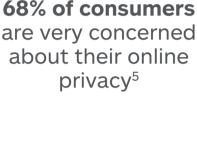
by thieves to steal your identity.

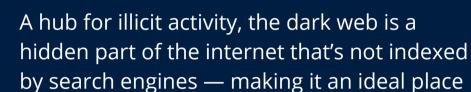
of birth. This kind of sensitive



26% of fraud

Dark**®** Web





Dark web activity

for black markets and hacker exchanges. Cost of a **Social Security** number:

Cost of credit card account information:





Cost of a person's full medical record:

of the internet is

not accessible by

search engines

like Google⁶

Account

in 2019⁴

takeovers

increased

difficult to establish this activity as fraudulent. As a result, there's an increase in the length of time identity thieves

Putting lives on hold

a new car.

What is new

account fraud?

are able to exploit victims' identities.

13 million people were victims of identity theft in 20194

— delaying financial milestones like buying a first home or

New account and account takeover fraud are continuing

to rise, making resolution even longer, because it's more

What is account Thieves use a victim's takeover fraud? personal information to open fraudulent Criminals gain access to a credit or bank consumer's account by **New account** changing the mailing accounts. fraud losses increased address or adding

in 2019⁴



themselves as a

registered user.

business goals.

experiences identity theft?

Financial transaction

Data breach notifications

Social media monitoring

Recover from pre-existing

Generous definition of

monitoring

identity theft

family coverage

We can provide additional value

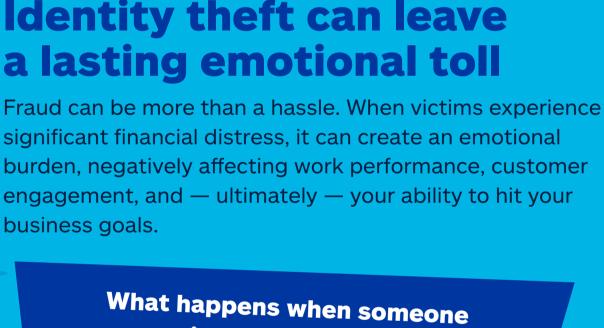
Empower customers with

privacy protection

attract new ones

Identity and privacy protection

comprehensive identity and



Powerful features to help your customers and employees thrive

Allstate Digital Footprint™ — the

Comprehensive identity monitoring

Identity theft reimbursement[†]

Credit monitoring and alerts

next generation of privacy

needed to use their

savings to meet

financial need

39%

theft incident left stress levels9 them in debt

noted their identity



Dark web monitoring

and alerts



(W) Allstate

your business goals and your

customers' needs

Protection offers flexible partnership models to meet

to your customers:

Deliver an experience your customers want to engage in

Retain current customers and

data, privacy, and finances. As a leader in the employee benefit space for 13 years, and now with the launch of our new channel

partnerships, we offer the most advanced identity and privacy protection available.

Over 3,000 successful implementations account management client retention satisfaction rate satisfaction rate rate

9: 2019 Identity Theft: The Aftermath Report, The Identity Theft Resource Center Report

10: 2019 Identity Protection Service Provider Scorecard, Javelin Strategy

Android app





Let's discuss how we can protect your customers.

†Identity theft insurance covering expense and stolen funds reimbursement is underwritten by American Bankers Insurance Company of Florida, an Assurant company. 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 1: CNET, "2019 Data Breach Hall of Shame: These were the biggest data breaches of the year," December 2019 2: Credit Union Times, "Data Breaches Plague 2019," July 2019 3: www.darkreading.com, "Americans Rank Criminal Hacking as Their Number One Threat," September 2017 4: 2020 Identity Fraud Study, Javelin Strategy & Research 5: Allstate Marketing Study, May 2020

Contact us at partner-sales@infoarmor.com

from a trusted leader 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 helps users protect their personal

More than a third of the

Fortune 500 use our services

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



6: SANS Institute, "Under the Ocean of the Internet: The Deep Web," 2016 7: CBS News, "Hackers are stealing millions of medical records – and selling them on the dark web," February, 2019 8: https://www.jdsupra.com/legalnews/pennsylvania-supreme-court-ruling-opens-25831/

Generous definition of family coverage provides great value

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the go with our iOS or

Ready to learn more?