

identity 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 thieves don't discriminate

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 PII?

Personally Identifiable Information (PII) is any data that can be used to distinguish your identity, like a Social Security number or date of birth. This kind of sensitive personal information 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% of fraud victims had unreimbursed expenses in 2018⁴

68% of consumers are very concerned about their online privacy⁵

Dark web activity

A hub for illicit activity, the dark web is a hidden part of the internet that's not indexed by search engines — making it 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 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 identity thieves are able to exploit 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

Identity theft can leave a lasting emotional toll

Fraud can be more than a hassle. When victims experience significant financial distress, it can create an emotional burden, negatively affecting work performance, customer engagement, and — ultimately — your ability to hit your business goals.

What happens when someone experiences identity theft?

39% needed to use their savings to meet financial need

43% noted their identity theft incident left them in debt

77% saw increased stress levels⁹

Powerful features to help your customers and employees thrive

- Allstate Digital Footprint™ — the next generation of privacy
- Comprehensive identity monitoring and alerts
- Best-in-class remediation and restoration
- Identity theft reimbursement¹
- Credit monitoring and alerts
- Dark web monitoring

- Financial transaction monitoring
- Data breach notifications
- Social media monitoring
- Recover from pre-existing identity theft
- Generous definition of family coverage

Allstate Identity Protection offers flexible partnership models to meet your business goals and your customers' needs

We can provide additional value to your customers:

- Empower customers with comprehensive identity and privacy protection
- Deliver an experience your customers want to engage in
- Retain current customers and attract new ones

Identity and privacy protection from a trusted leader

Studies show that taking a proactive approach to identity protection could help companies protect themselves from fraud.¹⁰ Allstate Identity Protection provides unique tools and proactive monitoring that helps users protect their personal 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

99% client retention rate

99% account management satisfaction rate

97% implementation satisfaction rate

More than a third of the Fortune 500 use our services

Generous definition of family coverage provides great value

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

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

Ready to learn more?

Let's discuss how we can protect your customers.

Contact us at partner-sales@infoarmor.com