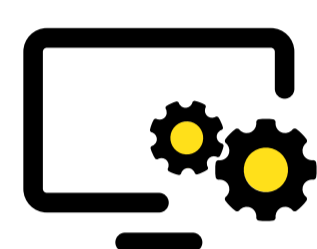# Identity theft protection customized for you and your customer.

LifeLock Identity SDK

A suite of easily embeddable services for our partners to quickly build and maintain a leading identity theft protection service

Energize your services with our Identity SDK

We work with you to configure the exact experience you want. You decide which identity theft protection services you would like to offer from our portfolio, then we'll help integrate them seamlessly by using your company's colors, fonts, logos, and more.

How it works

You'll get access to a platform that fuels Identity services via Identity SDK

You embed the experience built by LifeLock into your portal and app

Your customer goes through your purchase/ enablement flow

You tell LifeLock to start monitoring for your customer via Identity SDK API

You display the embedded Identity experience to your customer

Seamless integration

We will assist you in determining how best to place the Identity SDK content into your experiences based on our years of consumer experience, consumer feedback, and high Net Promoter Scores.

Feature customization

We'll propose a small set of customer facing features first, to quickly achieve your objectives. We believe it's important to understand your goals, so we can help you accomplish them.

With multiple features to choose from, we offer a comprehensive suite of identity features, including reimbursement, Dark Web Monitoring, and Breach notifications.

Acceleration for your business

✓ **Offload to LifeLock**
We'll be your identity theft protection experts so you can focus on what you do best to win at both.

✓ **Ease of use**
Integrate once with the #1 most recognized brand in identity theft protection* without the need to use multiple providers for different features.
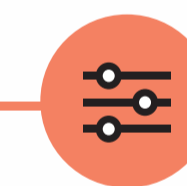
✓ **Stays up-to-date**
We are always evolving our protection and support so you don't have to worry about an ever-changing identity theft landscape.

✓ **NPS and Retention**
Customized feature sets are tested to drive positive NPS and high retention for your business.
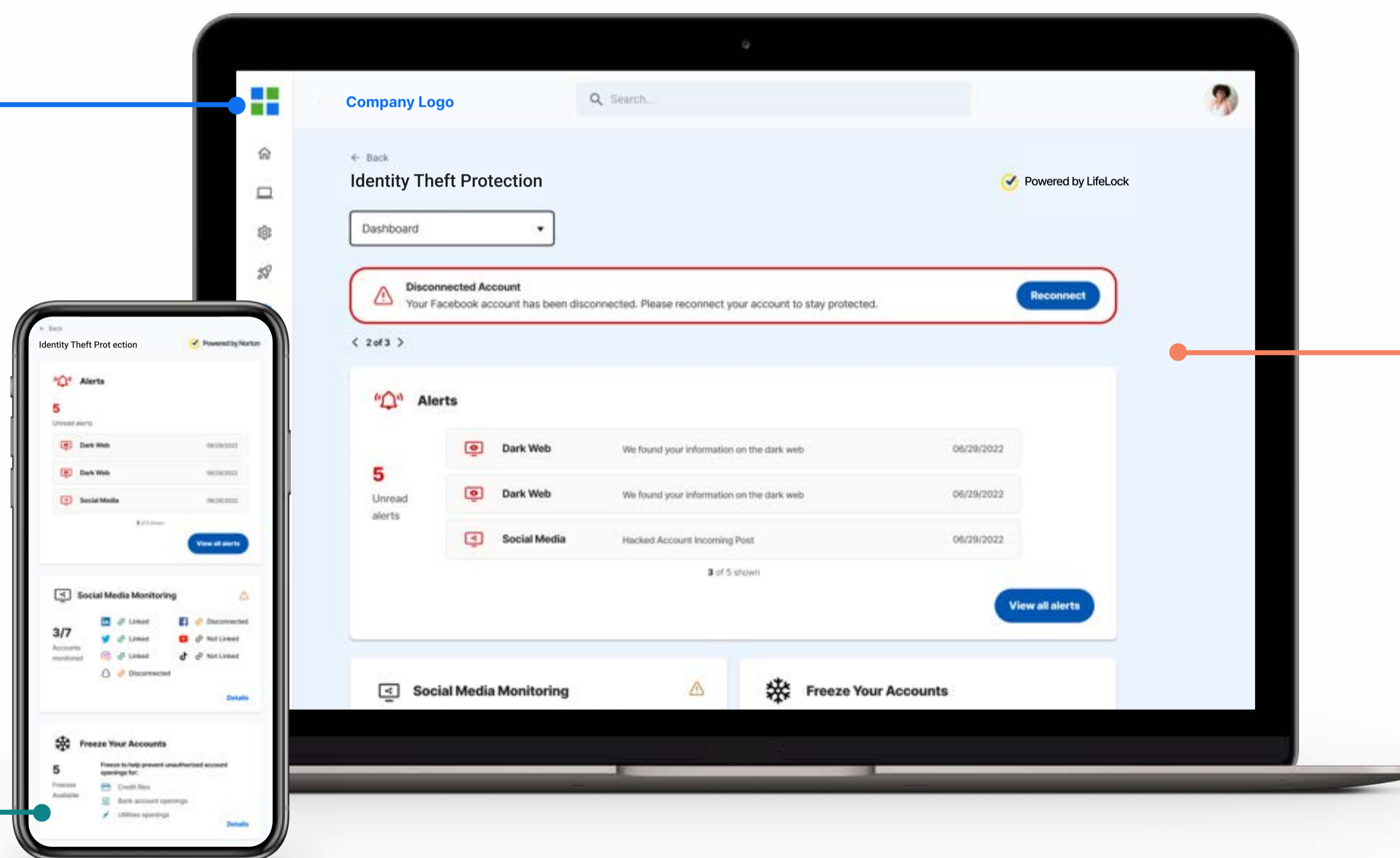
✓ **Keep customers on your platform**
Customer never has to leave your application to see their identity features