



It can be easy to steal an identity

Help protect your clients with a leader in Cyber Safety.

LifeLock.com/breach
844-698-8647

Why choose LifeLock for Breach Response

- 1. Strong brand recognition** - LifeLock is the #1 most reputable identity theft protection brand.¹ Millions of customers trust LifeLock to protect their identity.
- 2. LifeLock is a leader** in identity theft protection.² No one does more to protect your identity than LifeLock.
- 3. Member Services and Support** - We have nearly 2,000 Member Service & Support Agents with an average job tenure of 6.5 years, and over 10 years perfecting identity theft protection services. We help protect the identities of over 5 million members, and our team of U.S.-based Identity Protection Agents are available 24/7 to answer questions.
- 4. Million Dollar Protection™ Package** - Includes reimbursement for stolen funds and coverage for personal expenses—each with limits of up to \$3,000,000 for LifeLock Plans and coverage for lawyers and experts if needed, to help resolve your case.
- 5. Reporting for Key Data** - We'll help track and manage breach communications, provide LifeLock Service Utilization reports, and deliver our Alert Trends and History report which details the types of alerts the breached population are receiving. From key stakeholders to shareholders to regulators, get ahead of issues early and transparently. A sample of this reporting, which quantifies our service in action, is shown to the right.
- 6. Device Protection** - Advanced security, including VPN and Norton 360 for mobile, helps protect devices against existing and emerging malware threats, including ransomware.
- 7. Identity Theft Protection** - LifeLock plans use innovative monitoring technology and alert tools to help safeguard members' credit and finances[†]. If we detect a member's personal information being used in our network, we'll send an alert by text, phone,[‡] email or mobile app.

Sample Alert Summary

Alert Trends & Utilization Report

Report Example

Notification	27,637
Alerts [†]	16,347
Responses	8,696
Yes, this was me	7,698
No, this was not me	728
Enrolled Population	XXX

Definitions

Time Period: Notifications and alerts are for the previous 12-month period of reporting data for the employer group.

Notifications: Notifications provide value information to the member receiving them, but they are not dispositional and do not require an immediate response from the member. For example, if we detect a member's name on the dark web, or a change of address from the US Postal Service, or if the member's name appears on a sex offender registry, we will notify the member and provide restoration assistance, if needed, to help fix the issue.

Alerts[†]: If we detect a member's personal information in our network, we send them an alert[†] by text, email, phone[‡], or mobile app. The member can then review the activity, determine if the activity is their's or not, and respond with "Yes" or "No". If the activity is potentially suspicious, our Identity Restoration agents get to work on the member's behalf.

**Contact a LifeLock Breach Response Executive today:
Call 844-698-8647 or visit LifeLock.com/breach**

No one can prevent all cybercrime or identity theft.

[†] We do not monitor all transactions at all businesses.

^{‡‡} Phone alerts made during normal local business hours.

¹ - Based on Gen™ Brand Tracker, February 2024.

² - Based on an annual online consumer survey (n=1205) conducted for LifeLock (or NortonLifeLock) by MSI International, October 2021.

Questions to consider when comparing providers*

Product

- Do they provide alerts if they detect your SSN, name, address, or birth date in applications for credit or services?†
- Do they provide alerts if they detect applications for non-credit accounts, like checking and savings accounts?
- Do they provide alerts‡ via mobile app?
- Do they provide a free trial of multi-layered security software to help defend against malware threats to computers and connected devices and safeguard online transactions?
- Do they scan for names/addresses connected to your SSN to help protect you against criminals creating fictitious identities with your information?
- Do they let you know when someone attempts to file a change of address at the U.S. Postal Service in your name?
- Do they help protect your existing credit, checking and savings accounts with alerts that notify you of cash withdrawals, balance transfers and large purchases?
- Do they use one of the most technologically advanced in the mailing industry to deliver Data Breach Notifications?

Company

- Do they have 35+ years of experience in the cybersecurity industry?
- Are they providing identity theft protection services to over 5 million members?
- What do they do with your personal information? Is your information being sold for marketing purposes?
- Are they the #1 most recognized brand in identity theft protection?⁵
- Are identity protection and device security aligned with their core mission and product offerings?

Restoration

- Do they reimburse you if you have money stolen due to identity theft, up to the limits of your plan?
- Do they pay you back for costs you incur due to identity theft, such as for documents, travel, lost wages, and more, up to the amount provided by your plan?
- Are there limits on the number of claims an identity theft victim can file? And will they protect you up to the limits of your plan per identity theft event?
- Will they retain lawyers and experts on your behalf and provide coverage, if needed, to resolve your identity theft case?

Member Services

- Can they demonstrate effectiveness of their service via an Alert Trends and Utilization Report?
- Do they have nearly 1,000 Member Service & Support agents and over 10 years perfecting identity theft protection services?
- Are many of their Member Service & Support agents U.S.-based?
- Are all of their restoration agents based in the US?
- Are their restoration agents assigned to a case from beginning to end?
- Do they offer 24/7 access to member support agents?



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‡ Phone alerts made during normal local business hours.

* This chart was created on June 3, 2020 as a visual tool to assist with reviewing ITPS offerings, and is not intended to be a comprehensive listing of features and/or services

5 - Based on a monthly online consumer survey (n=1205) conducted for LifeLock by MSI International, Oct 2017- Mar 2019.

		LifeLock Standard	LifeLock Ultimate Plus
LifeLock Identity Theft Protection	Alerts		
	LifeLock Identity Alert™ System† includes alerts for:	●	●
	Credit Alerts & Social Security Alerts †	●	●
	Telecom & Cable Application Alerts †	●	●
	Checking and Savings Account Application Alerts †	●	●
	Applications with Credit & Debit Card issuers †	●	●
	Auto Loan Application Alerts †	●	●
	Mortgage Loan Application Alerts †	●	●
	USPS Address Change Verification	●	●
	Investment Account Activity Alerts †	●	●
	Bank & Credit Account Activity Alerts † **		●
	Bank Account Takeover Alerts †		●
	Fictitious Identity Monitoring		●
	Dark Web Monitoring**		
	Personally Identifiable Information (SSN, name, date of birth, address, phone or email)	●	●
	Drivers License	●	●
	Up to 5 insurance IDs (including medical, auto, etc.)	●	●
	Email Address User Name/Password	●	●
	Up to 10 credit card account numbers	●	●
	Up to 10 bank account numbers	●	●
	Services		
	ID Verification Monitoring	●	●
	Credit, Bank & Utility Account Freezes **	●	●
	Alerts via text, phone‡, email or mobile app	●	●
	Stolen Wallet Protection	●	●
Reduced Pre-Approved Credit Card Offers	●	●	
Court Record Scanning	●	●	
Data Breach Notifications	●	●	
File-Sharing Network Searches	●	●	
Sex Offender Registry Reports	●	●	
Home Title Monitoring		●	

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† LifeLock does not monitor all transactions at all businesses.

* LifeLock Junior™ membership is available only as an added membership to an adult LifeLock plan.

** These features are not enabled upon enrollment. Member must take action to get their protection.

‡‡ Phone alerts made during normal local business hours.



	LifeLock Standard	LifeLock Ultimate Plus
Credit Features		
Credit Monitoring ^{1**}	One Bureau	Three Bureau
Annual Credit Reports & Credit Scores ^{1**} The credit scores provided are VantageScore 3.0 credit scores based on data from Equifax, Experian and TransUnion respectively. Any one bureau VantageScore mentioned is based on Equifax data only. Third parties use many different types of credit scores and are likely to use a different type of credit score to assess your creditworthiness.		Three Bureau
Credit Score & Report The credit score provided is a VantageScore 3.0 credit score based on Equifax data. Third parties use many different types of credit scores and are likely to use a different type of credit score to assess your creditworthiness.		Daily
Monthly Credit Score Tracking ¹		One Bureau
Credit, Bank & Utility Account Freezes	●	●
Million Dollar Protection™ Package⁺⁺⁺		
Stolen Wallet Per Member Per Annum (Maximum of \$500 for replacement of stolen cash)	Up To \$25,000	Up To \$1 Million
Stolen Funds Reimbursement	Up To \$25,000	Up To \$1 Million
Personal Expense Compensation	Up To \$25,000	Up To \$1 Million
Coverage for Lawyers and Experts	Up To \$1 Million	Up To \$1 Million
Restoration		
U.S.-Based Identity Restoration Specialists	●	●
24/7 Live Member Support	●	●
Identity Theft Restoration may include:		
Tax Refund Fraud	●	●
Unauthorized Withdrawals from Investment / Retirement Accounts	●	●
Criminal Activity Committed with Stolen Identity	●	●
Unauthorized Housing Rentals	●	●
Banking (Including existing account compromise)	●	●
Unauthorized Loans	●	●
Identity Theft – Healthcare Fraud	●	●
Identity Theft – Government Assistance (including unemployment, food, healthcare, housing, and financial)	●	●
Cancellation and Replacement of credit cards, driver's licenses, Social Security cards, etc.	●	●
Unauthorized Utility, Cable and Telecom Accounts	●	●

LifeLock Identity Theft Protection

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1 If your LifeLock plan includes credit reports, scores, and/or credit monitoring features ("Credit Features"), two requirements must be met to receive said features: (i) your identity must be successfully verified with Equifax; and (ii) Equifax must be able to locate your credit file and it must contain sufficient credit history information. IF EITHER OF THE FOREGOING REQUIREMENTS ARE NOT MET YOU WILL NOT RECEIVE CREDIT FEATURES FROM ANY BUREAU. If your plan also includes Credit Features from Experian and/or TransUnion, the above verification process must also be successfully completed with Experian and/or TransUnion, as applicable. If verification is successfully completed with Equifax, but not with Experian and/or TransUnion, as applicable, you will not receive Credit Features from such bureau(s) until the verification process is successfully completed and until then you will only receive Credit Features from Equifax. Any credit monitoring from Experian and TransUnion will take several days to begin after your successful LifeLock plan enrollment.

2 Norton account features not supported in this edition of Norton Security Online. As a result, some mobile features for Android are not available such as anti-theft and mobile contacts backup. iOS is not supported.

** These features are not enabled upon enrollment. Member must take action to get their protection.

Phone alerts made during normal local business hours.

+++ Reimbursement and Expense Compensation, each with limits of up to \$1 million for Ultimate Plus, up to \$100,000 for Advantage and up to \$25,000 for Standard. And up to \$1 million for coverage for lawyers and experts if needed, for all plans. Benefits under the Master Policy are issued and covered by United Specialty Insurance Company (State National Insurance Company, Inc. for NY State members). Policy terms, conditions and exclusions at: LifeLock.com/legal.