



## Would you know if someone was out there *pretending to be you?*

*More than 11 Million identities were stolen last year.*

Most victims only discover they have a problem when they are denied credit, denied employment, contacted by police or receive unknown bills.



## Why Choose Identity Theft Protection?

### Identity Theft Can Strike Anyone at Anytime

More than **11 Million Americans** were victimized by identity theft in 2011, including **more than 500,000 children**.

### Identity Theft Devastates it's Victims Financially

The average victim will lose **\$4,841**, and spend an additional **\$1,400** in out-of-pocket expenses trying to resolve their case.

### Repairing the Damage Caused by Identity Theft is Frustrating and Time-Consuming

The average victim spends **330 hours repairing the damage** from identity theft - the equivalent of working a full-time job for more than two months.

### The Impact of Identity Theft Follows Victims for Years

*50% of identity theft victims* experience trouble getting loans or credit cards as a result of identity theft.

*12% of identity theft victims* end up having warrants issued by law enforcement in their name for crimes committed by the identity thief.



*My Social Security Number was stolen and used to purchase a car, open a bank account and even start a business.*

*ID Watchdog discovered the fraudulent activity and restored my identity and my credit.*

*They're amazing!"*

**- Regina Grahn  
Identity Theft Victim**



## How ID Watchdog Compares to Similar Services ...

|                                                                                                                     | LIFELOCK BASIC | LIFELOCK ULTIMATE | IDENTITY GUARD | FREECREDIT REPORT.COM | IDW PLUS          | IDW PLATINUM      |
|---------------------------------------------------------------------------------------------------------------------|----------------|-------------------|----------------|-----------------------|-------------------|-------------------|
|  Basic Identity Monitoring         | ✓              | ✓                 | ✓              |                       | ✓                 | ✓                 |
|  Advanced Identity Monitoring      |                | ✓                 | ✓              |                       | ✓                 | ✓                 |
|  Cyber Monitoring                  |                | ✓                 | ✓              |                       | ✓                 | ✓                 |
|  Full-Service Identity Restoration |                |                   |                |                       | ✓                 | ✓                 |
|  Credit Report Monitoring          |                | ✓                 | ✓              | ✓                     | ✓                 | ✓                 |
|  Credit Reports & Scores         |                | ✓                 | ✓              | ✓                     |                   | ✓                 |
| INDIVIDUAL PLAN                                                                                                     |                |                   |                |                       | <b>\$7.95/mo</b>  | <b>\$11.95/mo</b> |
| FAMILY PLAN                                                                                                         |                |                   |                |                       | <b>\$14.95/mo</b> | <b>\$22.95/mo</b> |

**Basic Identity Monitoring:** Standard monthly scans of public records databases searching for new information associated with your Social Security Number.

**Advanced Identity Monitoring:** Additional scans of the National Change of Address (NCOA) database, which identifies new addresses associated with your personal information as well as Non-Credit Loan ("Payday Loan") databases which provide high-interest, quick cash transactions and generally require minimal personal information to obtain.

**Cyber Monitoring:** Scans underground websites and other illicit online sources which buy, trade and sell personal information including (but not limited to) credit card numbers, passwords and Social Security Numbers.

**Full-Service Identity Restoration:** A dedicated team of trained and certified resolution specialists who work on your behalf to restore your identity by addressing record-keeping and reporting agencies and removing erroneous and fraudulent records that appear in your name while under the protection of a qualified identity monitoring service.

**Credit Report Monitoring:** Monitors your credit and notifies you when changes such as new accounts, delinquent accounts and other credit-related information is recorded.

**Credit Reports & Scores:** Access to your credit reports and scores from the three primary credit reporting agencies; Equifax, Experian and TransUnion.

### How Are Stolen Identities Used?

- » To obtain **medical care**
- » **Provide false information** to police
- » To **register for government benefits** such as unemployment or welfare programs
- » For gaining **legal employment without tax liability**
- » To open **credit cards** or take out **loans**