



# Allstate Digital Footprint<sup>®</sup>

**The internet knows a lot about you, but it doesn't have to. Discover a better way to see — and help manage — your personal data.**

We all enjoy online conveniences, but new ways our personal information can be tracked and sold have everyone a little uneasy these days — for good reason. With stories about data breaches in the news seemingly every day, consumers are eager for a solution that gives them more control over their personal information.

With our proprietary tool, Allstate Digital Footprint, users can see where their personal information lives online, and take action to help protect it. At Allstate Identity Protection, we're committed to giving employees more control over their personal data and helping companies establish a productive workforce, free from disruption. We believe in helping keep people protected everywhere they're online, so they can keep loving what technology adds to their lives.

## 67%

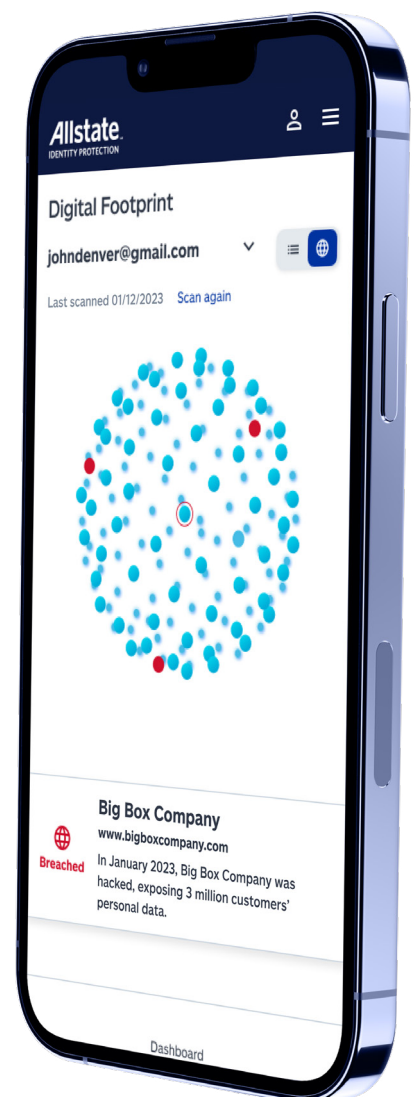
of consumers say it's unfair that they have to sacrifice their privacy to use services and apps<sup>1</sup>

## 76%

of consumers don't think companies are doing enough to protect data<sup>2</sup>

**Allstate**  
IDENTITY PROTECTION

1: Allstate Data Privacy and Consumer Expectations Survey, MARA  
2: Allstate Digital Safety Offering Study, MARA





# privacy protection that keeps up with your digital life

## Here's how it works

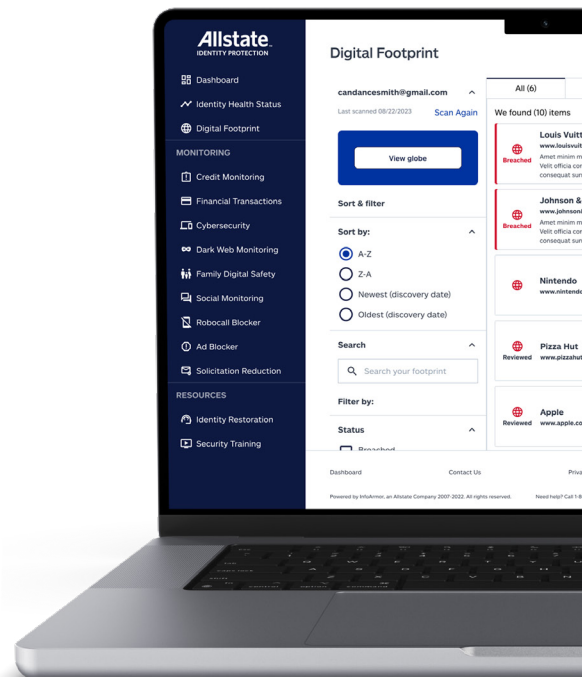
Allstate Digital Footprint scans your email inbox to show which companies you may have shared your personal data with. View as a categorized list, or rotate the interactive globe to see your accounts, with potentially compromised accounts showing as red dots.

## You'll be able to:

- Manage which companies have access to your personal data.
- Get “privacy insights” about companies based on their available data collection and sharing practices
- Request to unsubscribe from unwanted accounts and request to delete data directly in the app
- Receive new account alerts and get notified if your information has been exposed in a newly detected data breach
- Get tips on how to respond quickly to minimize the damage from a data breach
- Add up to 5 email accounts

## Combined with full protection

Allstate Identity Protection is the #1 identity protection benefit. In addition to these great privacy features, you'll get dark web and financial monitoring with alerts. If fraud occurs, our customer care team will work with you to fully manage and restore your identity.



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Certain features require additional activation. Product may be updated or modified.

Allstate Identity Protection is offered and serviced by InfoArmor, Inc., a subsidiary of The Allstate Corporation.