



Allstate Digital FootprintSM

Meet the next generation of identity management, brought to you by Allstate Identity Protection.

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.

Allstate Digital Footprint is just one way Allstate Identity Protection has expanded its commitment to helping people monitor and protect their personal information, so employees can keep loving what technology adds to their lives.

Finally there's privacy protection that keeps up with their digital life and looks after their identity

See your digital relationships

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.

Receive account alerts

In addition to alerting you to new accounts, Allstate Digital Footprint notifies you if your information has been exposed in a newly detected data breach, along with tips on how to handle.

Combined with full protection

Allstate Identity Protection is the most advanced product of its kind. 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 fully manage and restore your identity



67%

of consumers say it's unfair that they have to sacrifice their privacy to use services and apps¹

76%

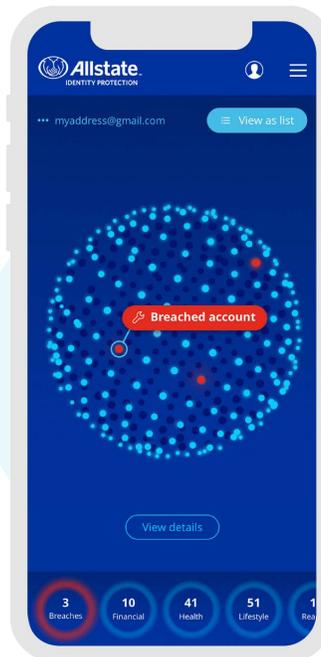
of consumers don't think companies are doing enough to protect data²

Mission for 2022 and beyond

Give employees more control over their personal data and help companies establish a productive workforce, free from disruption.

Future enhancements to Allstate Digital Footprint

- Request to unsubscribe from unwanted accounts and request to delete data directly in the app
- Access "privacy insights" about companies based on their available data collection and sharing practices
- Add up to five email accounts
- Scan your entire inbox
- Increased functionality for family members



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

Certain features require additional activation and will not be available until a later date. Product may be updated or modified prior to availability. Allstate Identity Protection is offered and serviced by InfoArmor, Inc., a subsidiary of The Allstate Corporation.