Email 1: Pre-enrollment

Subject line: Exciting New Benefit: Identity Protection

[Preferred salutation],

Every year data breaches are shattering records; in 2017, 16.7 million Americans were victims of identity fraud, and 150 million people had their personal information exposed. We take security very seriously for our company and for our employees. That's why we are excited to announce a new benefit for all [Company name] employees: identity protection through InfoArmor.

Starting [enrollment date], we will offer PrivacyArmor®, a proactive monitoring service that alerts you at the first sign of fraud and fully restores your identity. You'll receive alerts for credit score changes, accounts opened in your name, compromised credentials, financial transactions, and more. [Enrolling your family extends that protection to anyone in your household.]

To enroll, just head to [enrollment platform url], and again, you can enroll starting [enrollment date]. We will send out more information in the coming weeks, but if you want to learn more now, visit [benefits info link if applicable].

Sincerely,

[name]

Email 2: Enrollment email

Subject line: Enroll Now: Identity Protection

[Preferred salutation],

2017 was a record year for data breaches and identity theft, and we are excited to announce enrollment for our new identity protection benefit has begun for all [Company Name] employees.

You can enroll in PrivacyArmor® right from [benefits enrollment platform]; enrollment starts on [date].

Benefit information

PrivacyArmor is InfoArmor's industry-leading proactive monitoring service that alerts you at the first sign of fraud. Get alerts for credit score changes, accounts opened in your name, compromised credentials, financial transactions, and more. [Enrolling your family extends that protection to anyone in your household.]

In the event of fraud, dedicated Privacy Advocates® fully manage and restore your identity, and an identity theft insurance policy covers any fees for identity restoration.

Features include:
- Identity and credit monitoring
- Dark web credential monitoring
- Monthly updated credit score and annual credit report
- Social media reputation monitoring
- Digital wallet storage and monitoring
- Financial threshold monitoring
- Full-service fraud remediation with a dedicated PrivacyAdvocate
- $1 million identity theft insurance policy

Don't forget to head to [benefit enrollment platform] on [date] to enroll [you and your family] in PrivacyArmor!

Sincerely,
[name]

Email 3: Reminder #1

Subject line: Identity Protection - Enroll by [date]

[Preferred salutation],

2016 and 2017 were record-breaking years for identity theft and data breaches, impacting hundreds of millions of Americans. But our new PrivacyArmor® benefit will not only alert you at the first sign of fraud, it will also help you fully restore your identity in the event of fraud.

Enrollment for PrivacyArmor is open now! You can enroll right from [enrollment platform url] and it takes just a few minutes. Enrollment closes on [date].

Sincerely,
[Name]

Email 4: Reminder #2

Subject line: Only [X days] left to enroll

[Preferred salutation],

With all the personal data exposed in breaches in 2017, there's a 50 percent chance that your information was exposed. We take your security seriously, and want to make sure your identity is fully protected.

That's why we're offering PrivacyArmor® as a new benefit to you. PrivacyArmor alerts you at the first signs of fraud, and their dedicated experts will fully manage and restore your identity.

Enrollment for PrivacyArmor is now open, but it ends on [end date]. Head over to [enrollment platform] to enroll now!

Sincerely,

[name]