

A New Identity Crisis

Cyberattacks have become a major concern for businesses and consumers, as U.S. data breaches continue to increase at a record pace.



IT'S SPREADING

Unfortunately, fears about identity theft and cybercrime are now on par with other common concerns such as illnesses and car accidents, and more people are becoming concerned about identity theft year after year.



Consumers who are very worried about ...

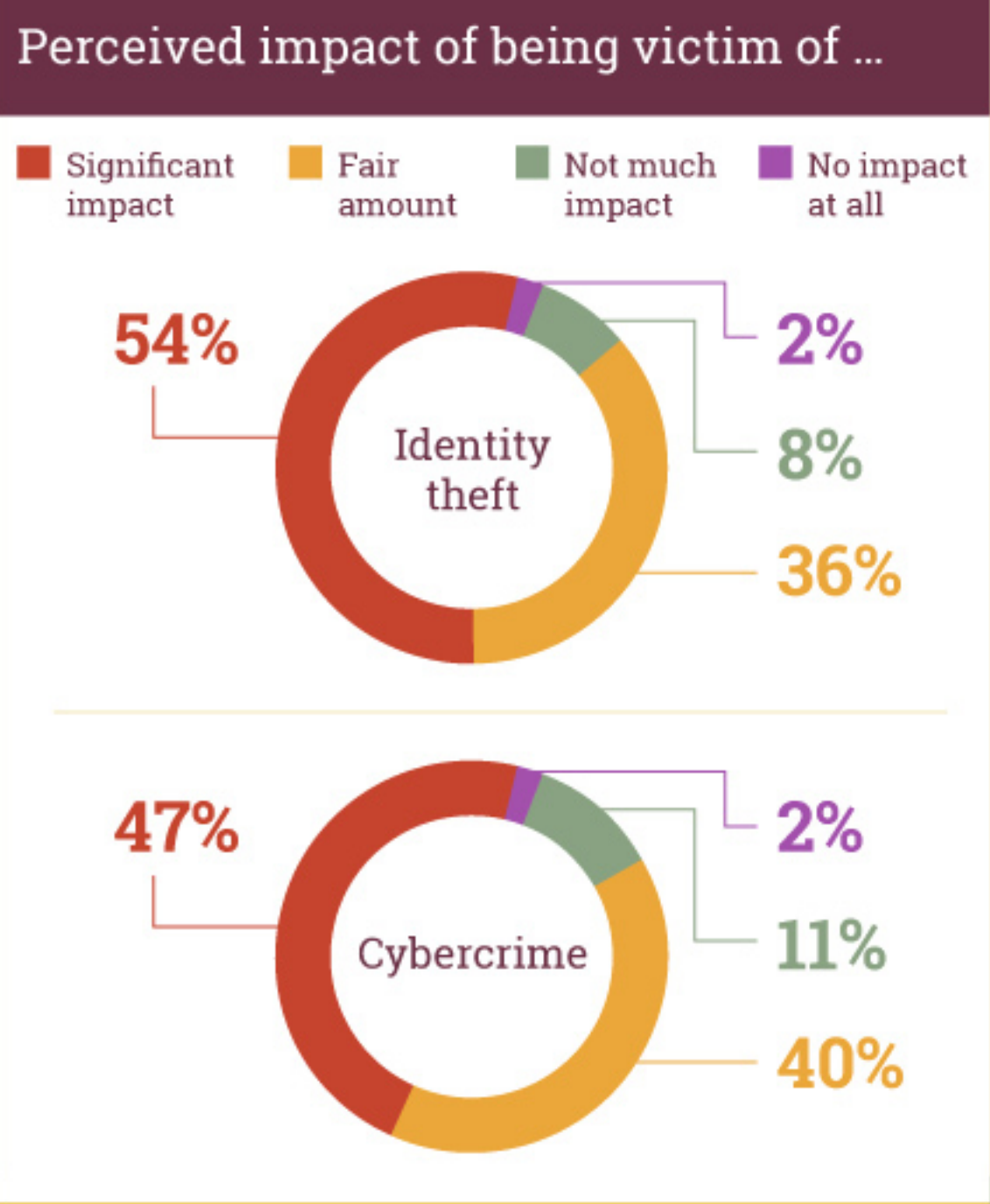


IMPACT ON CONSUMERS' LIVES

Consumers are concerned with the ripple effects this crime can have on their lives if they do fall victim.

1,000

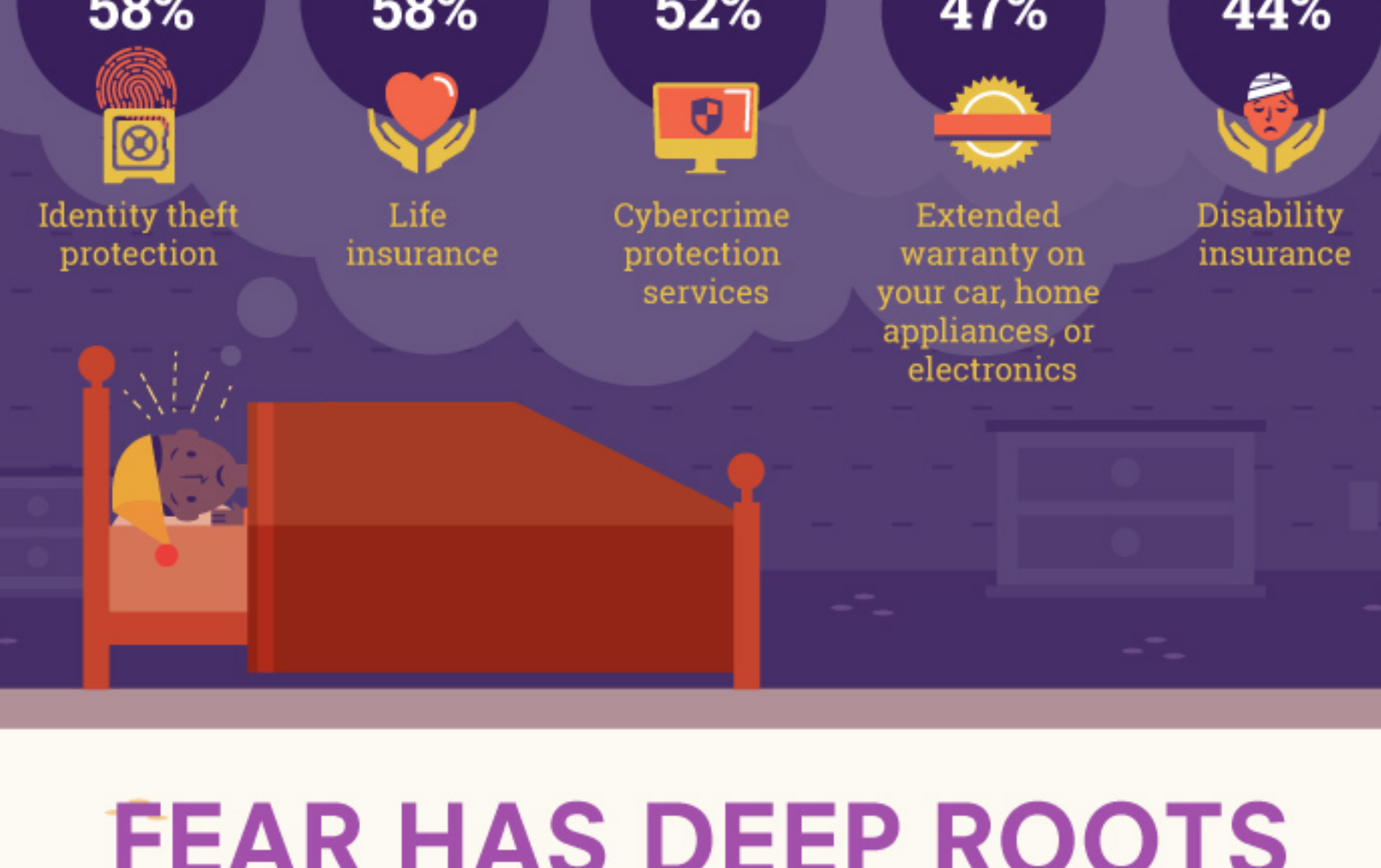
Data breaches in 2017, an all-time high ⁽¹⁾



WORRIES THAT KEEP CONSUMERS UP AT NIGHT

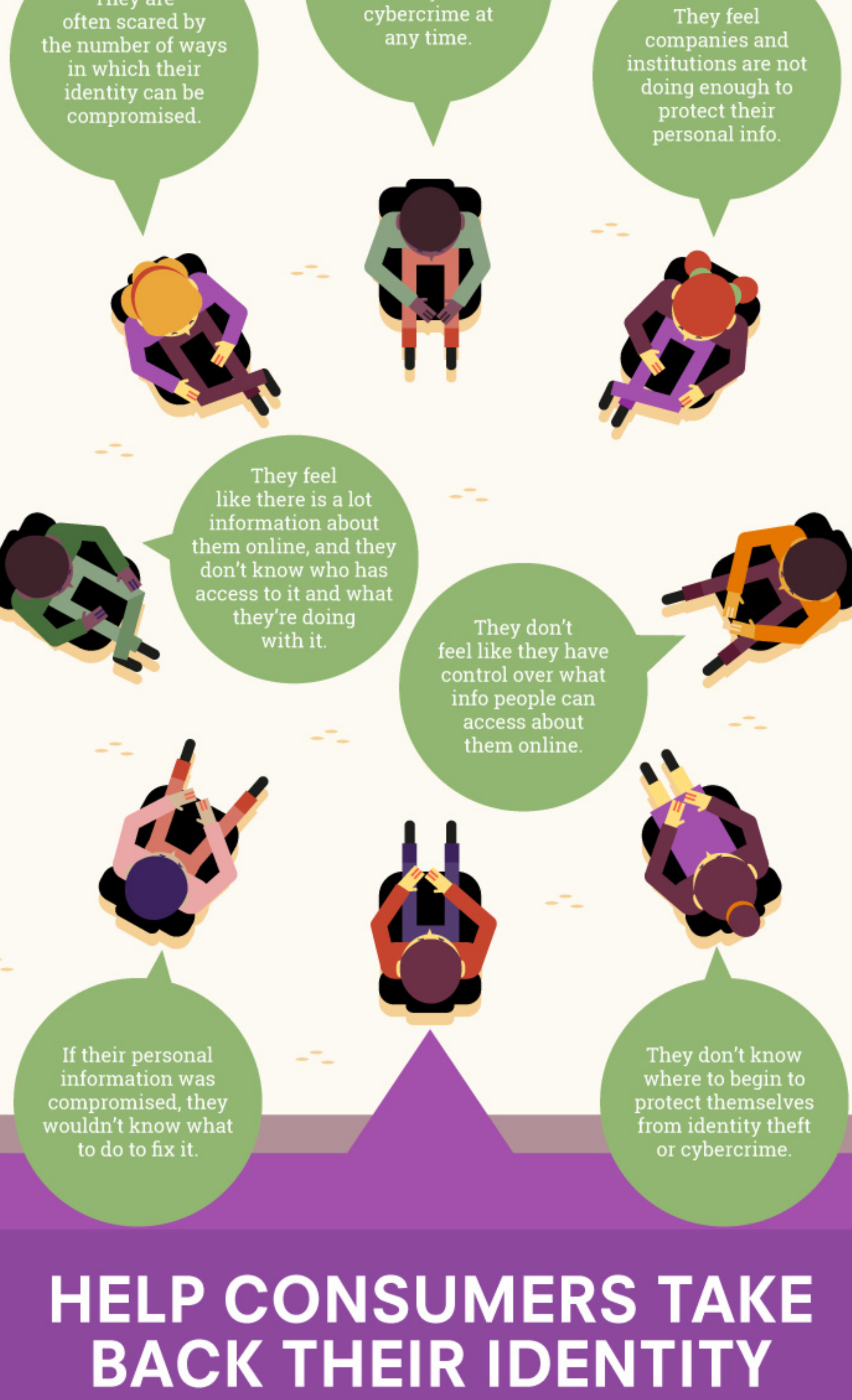
Identity theft and cybercrime worries are on par with other common concerns like illnesses, car accidents, and being robbed. As a result, 58% of consumers are likely to purchase identity theft protection in the next two years.

Likely to purchase



FEAR HAS DEEP ROOTS

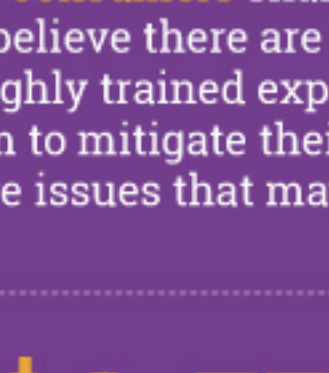
Top reasons why consumers are worried about identity theft



HELP CONSUMERS TAKE BACK THEIR IDENTITY

When it comes to identity theft and cyber protection, there are some things consumers can't do on their own, and a lot of what they can do is just too time-consuming for them to want to do themselves.

75%



75% of consumers shared that they believe there are things only highly trained experts can perform to mitigate their risk or resolve issues that may arise.

\$3.5B

This market growth has fueled the annual market spent on identity protection to a whopping \$3.5B. ⁽²⁾

Top reasons consumers cited why they would purchase a plan



GROW CUSTOMER PEACE OF MIND AND LOYALTY

Trust is a major concern for consumers when it comes to partnering with institutions that have access to their sensitive information. Cultivate that relationship with your customers by offering identity protection from award-winning Generali Global Assistance (GGA).

At GGA, we don't compromise when it comes to protecting consumers' identities. We offer customizable solutions at competitive prices that enable you to protect your employees' and customers' identities while meeting your business goals.

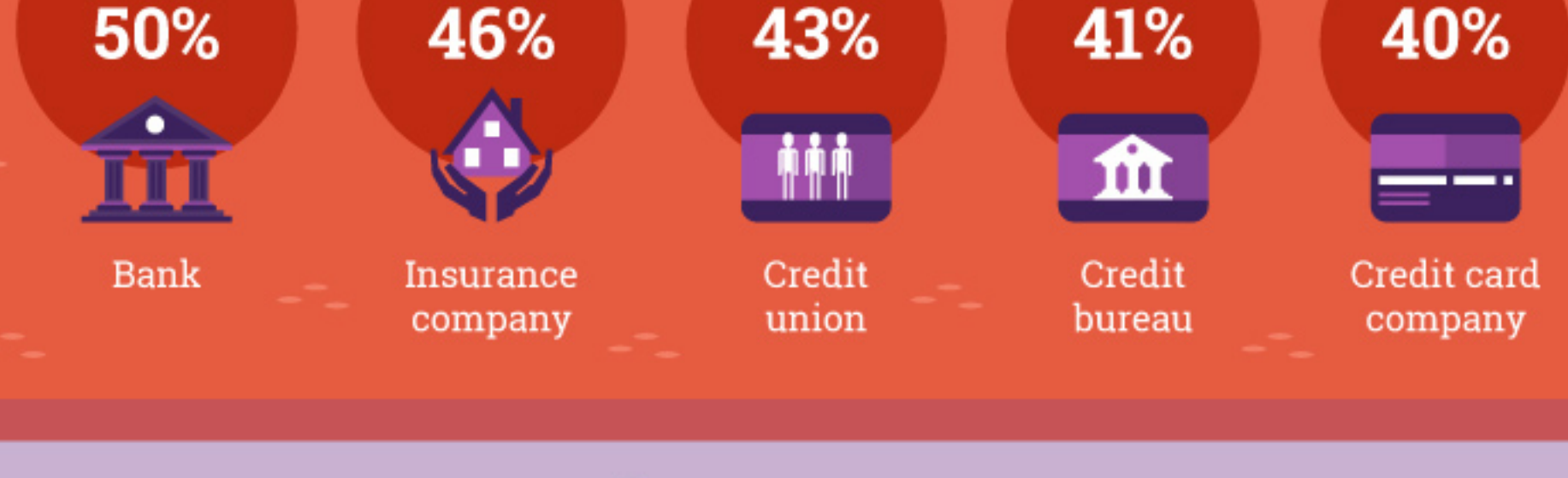
Our comprehensive identity and digital protection service defends personal information, enhances privacy, monitors for potential fraud, and takes action when risk is detected. If fraud does occur, our people-first approach guides our resolution specialists to go above and beyond to provide compassionate, white-glove resolution services to your employees and customers – which in turn, serves as a positive extension of your brand.



What your customers are looking for in their identity protection



Your customers want to buy it from companies they already trust – like yours. Top organizations consumers would look to purchase identity protection from:



Learn more at GeneraliGlobalAssistance-IDP.com/IDCrisis



SOURCES
1. 2017 Poor Internal Security Practices Take a Toll, Breach Level Index, Gemalto
2. 2016 Identity Protection Services Scorecard, Javelin Strategy & Research