

# Identity Protection to Guard Against a Growing Threat



As identity theft and fraud continues to grow and reach new geographies, Generali Global Assistance Identity and Digital Protection (IDP) helps keep consumers in control of their identities with a new approach to protection. Our IDP Plus program includes one bureau credit monitoring along with alerts, resolution, and an easy-to-use dashboard – plus, the peace of mind that comes from having comprehensive 360° protection.

**IDP Plus** allows consumers to easily track their credit report and score and alerts them of any changes to their profile which could indicate suspicious activity or fraud.

## THE IDENTITY THEFT PROBLEM

While the awareness of identity theft and fraud is less prevalent outside of the United States, the means to detect and prevent it continues to rapidly evolve. Canada Post calls it one of the fastest growing crimes in Canada and reports that Equifax and TransUnion credit bureaus indicate that they each receive approximately 1,400 to 1,800 Canadian identity theft complaints every month<sup>1</sup>. Additionally, as the world becomes increasingly connected — from social networks to digital healthcare records to the Internet of Things — scammers and fraudsters are already setting their sights across the globe to find new ways to steal sensitive personal information from consumers that are not protected. This trend makes identity theft a persistent threat for Canadians to prepare for now.

## WHY GENERALI GLOBAL ASSISTANCE

### ✓ People-first approach

Our specialists provide caring support and assistance to help minimize the stress associated with identity theft

### ✓ Help doesn't stop when customers leave home

Generali Global Assistance's international footprint means a multi-lingual staff is available 24/7/365 to help customers anywhere in the world

### ✓ Flexible, responsive partner

We can design a product and program model to fit your organization's needs

### ✓ Trusted by leading companies

We protect millions of identities as the preferred identity protection partner for Fortune 500 companies in the insurance, financial, corporate, and travel markets



IDENTITY PROTECTION SERVICES

