

# Protect your employees. Protect your business.

Our dependence on digital tools has never been greater. Neither has our risk of cyberattacks.<sup>1</sup>



Hackers are exploiting the COVID-19 pandemic at alarming rates, leveraging everything from phishing texts to unsecured home WiFi networks to wreak havoc, putting your employees at risk of ID theft ... and your business in danger of a data breach.<sup>2</sup>

Aura Identity Guard® can help.

**Through our new COVID-19 Employee Protection Plan, any employer who agrees to offer Aura Identity Guard as a paid voluntary benefit effective at the start of their next plan year will receive free Identity Guard coverage for all benefits-eligible employees until the start of the 2020 plan effective date and/or through the remainder of 2020 (for 1/1/21 effective dates).**

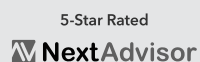
Your business and your employees have enough to worry about right now. Let us help take ID theft off that list.

## COVID-19 Employee Protection Plan

- Free Identity Guard account for all benefits-eligible employees until the start of the 2020 plan effective date and/or through the remainder of 2020 (for 1/1/21 effective dates)
- Employer offers Aura Identity Guard as its ID theft protection benefit during its next open enrollment period (must occur in 2020)
- Aura Identity Guard becomes an employee-paid voluntary benefit, effective at the start of the 2020 plan year (no later than January 1, 2021)

## About Aura Identity Guard

For nearly 25 years, Identity Guard's industry-leading products and services have made it easier for customers to manage their identity and faster for them to recover from cybertheft. By coupling superior technology with operational excellence, Identity Guard delivers solutions that help employees save time and stress ... so they can focus on the things that matter.



## How are we different?



### **Exclusive partnership with IBM® Watson™ artificial intelligence.**

Identity Guard is the only solution in the market that combines the power of IBM® Watson™ AI with best-in-class cyber wellness solutions to deliver comprehensive coverage and impactful, tailored cybersecurity insights that meet each customer's unique needs.



### **Unparalleled family protection.**

By harnessing the power of IBM® Watson AI, our cyberbullying and social insights tools dive deeper into the context of posts than competing solutions for more precise identification of bullying, aggressive language, predatory behavior and indications of self-harm. For parents, this adds up to easier monitoring and more accurate alerts that help to ensure that your kids are safe online.



### **Comprehensive safe browsing tools.**

Identity Guard is one of the only identity theft solution products to include a comprehensive safe browsing suite, including malware monitoring, anti-phishing tools, and HTTPS/flash/ad blockers. These solutions help protect both personal and corporate computers against malware attacks, and hacks.



### **Enhanced risk management tools.**

By surveying and collecting data from 100,000 cybertheft victims, our data scientists developed an algorithm for key indicators of ID theft that enable us to assess each individual's cybertheft risk. Identity Guard uses this intel and leverages IBM® Watson to provide tailored, personalized insights, best practices, and suggestions to help you mitigate your personal risks and improve your cybersecurity.



### **Personalized threat alerts.**

IBM® Watson™ AI constantly scans the Internet for information about and articles discussing cybersecurity threats – such as data breaches – and curates them for you, based on your individual profiles and needs. This personalized approach ensures that you only receive, high-value alerts and content applicable to your life.



### **Fastest speed and largest breadth of alerts.<sup>3</sup>**

The only cyber wellness solution that's fully integrated with all three credit bureaus, Identity Guard has the fastest alert speeds and largest breadth of coverage in the industry. By delivering more alerts than competitors and alerting customers to suspicious activity within minutes – instead of days, like competing solutions – Identity Guard empowers employees to stop identity theft before it spirals out of control, and more easily recover from the fallout.



### **Customer support.**

Identity theft and the subsequent remediation process are often stressful, complicated, and time-consuming for a person to navigate. Identity Guard's U.S.-based, internal team of ID protection experts is available 24/7 to answer technology-related questions, review account alerts that might indicate fraud, and help victimized employees reclaim their identity.

**Scott Hudson, SVP, Sales**  
shudson@auracompany.com  
513.520.4187