Keep your customers' digital life protected and private with Digital Privacy Solutions

Be an advocate for your customer and help them keep safe.

Digital Privacy is designed to help proactively protect the consumer's digital life and keep their online experiences private. With our **Digital Privacy** solutions, you can help your customers reduce their digital risk, prevent data loss, and form good preventive habits to protect their digital interactions.

Consumers worry about their online privacy.

70%
say their personal data is less secure than it was 5 years ago[1]

80%
are willing to act to protect data privacy[2]

77%
are willing to pay for digital privacy tools[3]

Safe Browsing in our Digital Privacy Solutions product line offers 3 options for you to choose from, so you have the flexibility put together the best solutions for your customers. **Safe Browsing** is designed to protect these things when your customers are accessing wi-fi networks and browsing the web:

- Personal information
- Financial data
- Device information
- IP address
- Browsing history
- and more

Password Manager
Keep logins secure and account access protected

Secure VPN
Keep device wi-fi-network secure and private

Safe Browser
Keep internet browsing safe and private

Safeguard your customers' digital identity with tools and help them take control of their digital life by keeping their personal information secure and private.

Comprehensive identity protection

- **Extend your capabilities** to provide comprehensive identity protection solutions that includes prevention, detection, and resolution
- **Attract new customers** with preventative solutions designed to help protect their valuable PII from vulnerable exposures in their digital interactions

Increase customer engagement

- High engagement tools to **keep your customers connected** with your brand
- More interaction points allow opportunities to **cross-sell services**

Increase customer loyalty

- **Continue to build trust** in your brand by helping your customers have more control of their online experiences
- **Be the ambassador** helping advocate for their privacy
- **Increase member retention** with habit forming privacy tools that provide stickiness with current products

⁴ State of the connected customer report 2019