



# Identity Health Score

Provide robust machine learning technology and personalization

Identity Health Score<sup>1</sup> provides prioritized plans and actionable insights to help improve consumer identity protection and help reduce privacy exposure, meeting the growing consumer demand for more control of their personal information.

Consumers receive alerts when new risks are detected—promoting platform engagements to complete activities and help reduce identity risk. Along their journey, you can offer additional privacy products to give consumers the control they want, driving trust in your brand.

## Acquire customers by providing control

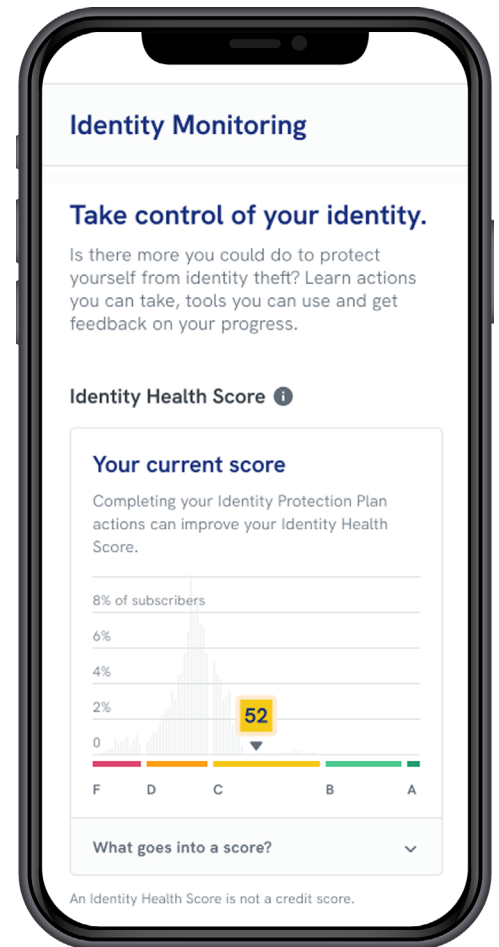
Boost enrollments with enticing features that give consumers a prescriptive plan allowing them to take control over their data privacy. Drive conversions by offering additional privacy features as part of their recommended privacy plan.

## Drive engagement through personalization

Experian's patent-pending machine learning technology goes beyond a "one-size-fits-all" solution by leveraging dark web data, fraud events, and consumer behaviors in order to empower consumers with personalized plans to meet their unique needs.

## Become a trusted privacy partner

Build consumer confidence as they work towards a more protected future with features that educate them on privacy best practices and instill good digital habits.



79%

of consumers are willing to invest time or money to better protect their privacy<sup>2</sup>

99%

of US consumers strongly desire more control over how their data is collected and used online<sup>3</sup>

<sup>1</sup> The Identity Health Score is different than a credit score and has no impact on your credit score.

<sup>2</sup> IAPP, New study shows consumers want to protect data privacy, October 2021

<sup>3</sup> Toppan, Why Making Privacy Tools More Accessible Can Benefit Your Business, August 2022