



# Identity Protection Services

27% of consumers' waking hours are spent online<sup>1</sup>



**4+**  
hours/day spent  
on multiple devices<sup>1</sup>

Spending more time in the digital space can increase consumers' risk of identity theft and fraud.

3 identity theft cases happen every minute<sup>2</sup>

**5.7M**  
total fraud and  
identity theft reports<sup>2</sup>



**1.4M**  
identity theft  
cases<sup>2</sup>

More and more consumers are becoming vulnerable to the threat of identity fraud, but many of them are unsure of what steps to take to protect themselves.

## Consumers want identity protection from their financial institutions

**57%**

want their bank to provide identity protection<sup>3</sup>

**45%**

want all their financial products from the same bank<sup>4</sup>

This creates an opportunity for financial institutions to fulfill the role of "data protector" for the consumers that depend on them.

## Become a trusted privacy partner

With identity protection, your consumers can:



Check for exposed personal information and lower their risk of identity theft



Reduce exposure and decide who can track activity and access their personal info



Reclaim their exposed information, increase their privacy and avoid future risk

An identity protection solution provides a comprehensive strategy to avoid the risk of identity theft while delivering exceptional results that your consumers need to feel safe and secure.



**12-month subscriber retention\***

**96%**

FREE bundles

**90%**

PAID bundles

**<1%**

churn rate with fewer than 100 calls\*\*

\*Percent of active Experian subscribers as of August 2023

\*\*Experian Data, average user experience with Digital Identity Manager, May 2023

Visit [experian.com/partner-solutions](https://experian.com/partner-solutions) to learn more about providing identity protection services.

<sup>1</sup> PC Magazine. Americans Check Their Phones an Alarming Number of Times Per Day. May 2023

<sup>2</sup> IdentityTheft.org. 2023 Identity Theft Facts and Statistics

<sup>3</sup> PYMTS. Half of Consumers Want More Security Measures From Banks, January 2023

<sup>4</sup> PYMTS. 45% of US Consumers Want Banking Bundles. August 2022