

Conversation Starters

INDIVIDUALS

Do you frequently shop online?

Follow up: Did you know that Macy's/Delta/Saks Fifth Avenue have been hacked and their personal information is out there for the taking? That information can be sold on the dark web and used to make fraudulent purchases, open new credit card accounts or set up other fake accounts.

Do you frequently use social media?

Follow up: Facebook has fallen victim to a data breach in recent years, but based on what you post on social media, hackers might not need to hack into a system to steal your information. You might be unknowingly giving it to them. Identity thieves can use information that you have posted and shared on social media to steal your identity. IDSeal can detect potential risks in social media posts that let you know what you're putting out there could be used against you.

Have you been impacted by the largest known data breaches?

Follow up: In March of 2020, the CAM4 data breach resulted in the exposure of more than 10 billion records, more than the Yahoo data breach in 2013, which resulted in 3 billion records being exposed. The CAM4 breach revealed full names, email addresses, and payment logs.⁶

Overcoming Objections

My bank notifies me when there is a potentially fraudulent charge on my account/ provides credit score/ does basic monitoring for free.

Response: That's great but does your bank provide you with identity restoration? Or provide you with up to \$1million in identity insurance? Do they provide real-time credit alerts, too?

I rarely use credit cards or shop online. I do a good job of protecting my financial info.

Response: That's great that you keep those things secure and are proactive, but did you know your medical information can still be stolen from your doctor's office? You can also have your identity stolen from your driver's license.

Though you might not have a credit card in your name, someone can still open a credit card in your name if they have your information.

Your financial identity isn't all that you have to worry about, if someone were to steal your identity, they could commit a crime in your name and leave you with a criminal record.

There are other places you may use a debit/credit card other than online. Cheddars, Panera Bread, and Sonic have all been hacked, causing customers credit card information to become vulnerable.

I don't want another service where I have to talk to a machine or someone overseas if I have a problem with my account.

Response: IDSeal's Billing Department is US-based, so if you have an issue, you'll talk to a real person. Restoration Specialists are US-based, too. If you don't want to talk, then chat with the Billing Department.

Conversation Starters

FAMILIES

Do you have a spouse or someone you wish to share your benefits with?

Follow up: Cybercrime is at an all time high. Criminals are becoming more and more creative with their attacks. Did you know that data breaches, wi-fi hacking, and unsecured browsing are some of the most common ways that identities are stolen? ⁷ That goes for you and for every member of your family.

Do you have kids at home?

Follow up: It's not just your information cyber criminals are after: it's your children's identity as well. 1.3 million children have their identity stolen annually and 50% are under 6 years old. ⁸

Do you lock your house when you leave home?

Follow up: That may seem like a silly question as most people do. A recent survey showed us that 74% of Americans worry about having their personal, credit card or financial information stolen by computer hackers, while 43% of Americans are worried about their home being burglarized while they aren't there. ⁹

Overcoming Objections

“If I’m protected, then I feel like my whole family is protected.”

Response: I understand what you're saying. Protecting yourself is an important first step. But, you should be aware, that even if you are monitoring every element available to you, your family is still at risk. Spouses and children need protecting, too. IDSeal monitors their name and aliases associated to be sure that they aren't being misused. If they aren't being protected through your subscription, then they don't have access to the \$1M identity theft insurance policy available.

“I don't have enough assets to worry about protecting.”

Response: I used to think that, too! Cybercriminals aren't only after your money. They are after your identity, too. If a cybercriminal gains access to your information or to your family's information, you are at risk for having your identity stolen. That means that you could be a victim of medical identity theft, fraudulent criminal records, and of course, financial losses. Children are especially prone to having their identity stolen because they have a clean slate to tarnish.

Conversation Starters

Virtual Private Network (VPN)

Do you ever use a public WiFi such as at a coffee shop, a retail store, airport, or hotel?

Follow up: Many places have free WiFi but how do you know if it is secure or if it is even legitimate? Just because you recognize the name of a WiFi connection doesn't mean it is really that WiFi network. It could actually be an imposter WiFi set up by a hacker who wants to steal your data. Even if it is a legitimate connection, public WiFi networks are often insecure and vulnerable to cybercriminals who can intercept your data. Think about all of the private information you share online such as passwords, credit card numbers, financial information, or even medical information. Using a VPN will help keep your information from falling into the wrong hands.

Safe Browsing

Have you ever visited a website that you thought might be unsafe or not legitimate?

Follow up: It's easy to accidentally visit an unsafe website, and it can wreak havoc on your device by installing malware, viruses, ransomware, spyware, and more. Some websites can trick you into revealing personal information such as your login credentials, account numbers, your social security number and other sensitive information. Much of the time, you won't even know you're headed to a bad website. The **IDSeal Safe Browsing** feature will warn you before it's too late.

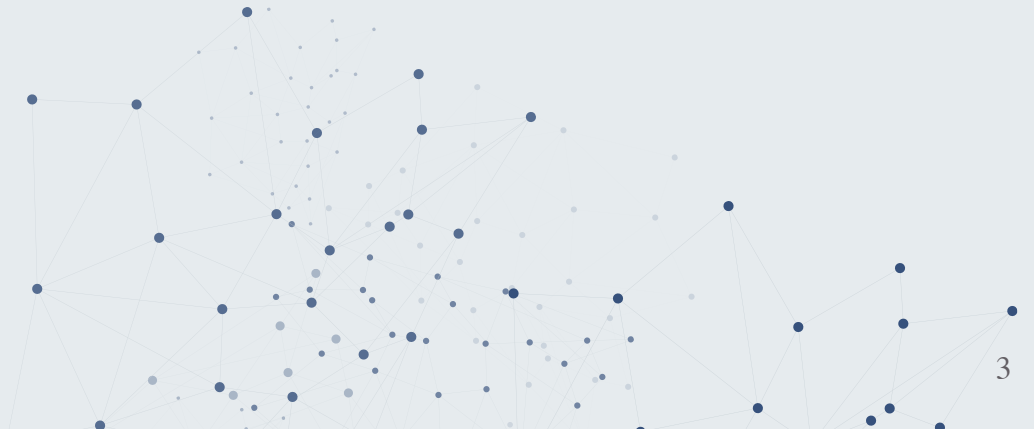
Overcoming Objections

"I don't use public WiFi or travel"

Response: Great! That's a good start to protecting your information but your information is still vulnerable. Whenever you use the internet, your internet service provider (ISP), the websites you visit, hackers, and others can generally see everything you do online. They can link your online activities to your identity and location. A VPN offers an additional layer of security for your home network and protects your privacy. With a VPN, even your ISP won't be able to track you.

"I'm always careful on the internet"

Response: You should always be as careful as possible online, however no matter how careful we are, it can still be easy to fall prey to a sophisticated scammer. IDSeal keeps websites from tracking where you go, what you do, and what you buy, and limits your personal digital information from being accessed by malicious criminals. And, the **IDSeal Safe Browsing** feature guards against unsafe websites, hacking attempts, malicious scripts, and other online threats.



Conversation Starters

Financial Transaction Monitoring

Did you monitor every single financial account that you have?

Follow up: Did you know that 50% of consumers have multiple bank accounts?¹⁰ That makes monitoring those accounts even more difficult, not to mention the multiple credit cards that most people have. Many transactions that you make on a day-to-day basis are on groceries, gas, and essential items. Monitoring those transactions doesn't seem necessary, but it becomes necessary when larger transactions take place amidst those in your account.

Medical Identity Monitoring

Do you consistently monitor your medical claims for accuracy?

Follow up: Monitoring your medical claims has become necessary. Medical records are compromised by breaches nine times more than financial records. Medical Identity Theft can be hard to remediate, too. In some cases, stolen medical identities can lead to inaccurate health records, delays in treatment, misdiagnosis, and more.

Additionally, the time associated and cost to recover after medical identity theft makes it incredibly important to monitor for you and your family. The Ponemon Institute showed that it costs an average \$13,500 and over 200 hours to recover after being the victim of medical identity theft.

Overcoming Objections

“My bank sends me notifications.”

Response: Mine does, too! What's different about Financial Transaction Monitoring is that you can adjust the notifications to meet your monitoring needs. You can customize your alert settings, including your withdrawals, deposits, and low balance alerts. For example, you may want an alert if your balance drops below \$200, if a deposit over \$1,000 is made, or if a withdrawal over \$500 is made. With this tool, you can customize each of these items. Plus, you can keep track of all of your financial accounts in one place, making it much easier to monitor multiple financial accounts.

“I rarely go to the doctor. I seriously doubt that my medical identity can be stolen.”

Response: That seems like a fair assumption, but the fact is, if you have a medical identity (i.e. medical benefits), you are at risk. The amount of times that you go to the doctor, urgent care, or hospital does not necessarily translate to heightened risk. Rather, the entities which store your information, such as your pharmacy or doctors office, affect your risk. Their security protocols directly impact how your information is stored and released. While you can't control how these places of business choose to protect your information, you can monitor if your information is being used fraudulently by monitoring your medical claims through IDSeal's Medical Identity Monitoring.

Conversation Starters

Browsing Tracks Scanner & Cleaner

Did you know that you are tracked online and this information is stored on your device?

Follow up: Every time you go online, items that track your browsing patterns, such as browsing history, cookies, website data, and other information are stored on your device and some of these items can be malicious. Clearing your browsing history and deleting cookies won't completely remove all of these items from your device. **IDSeal's Browsing Tracks Scanner & Cleaner** deep-cleans your device and reduces the chance that your information can be stolen by cybercriminals.

Digital Fingerprint Scrambler

Do you shop online then get followed around the web with ads for whatever you searched for?

Follow up: You probably don't realize that when you go online, behind the scenes there are companies, separate from the website you are visiting, that are tracking your activity and collecting data on your browsing patterns. This data is stored on your computer, and if a cyberthief gets access to it they can use it to obtain your financial information such as bank or investment accounts, or even take out a loan in your name!

In fact, researchers at Princeton University have issued warnings about web tracking firms and their ability to abuse password mechanisms to steal usernames and email addresses, increasing the risk of cybertheft. To help prevent this, they advise users to install ad blockers or protection extensions.

Overcoming Objections

"I rarely shop online"

Response: I understand that you don't often shop online but all of your browsing data and search history is still being tracked. Websites take information that's unique to your device and combine it with your online behavior to create a personal profile of your digital identity. It may not be connected with your personal identity, but it can include details such as your interests, age, religion, medical issues, income, expenses, shopping habits, and other highly personal information. Even using "Private" or "Incognito" mode won't stop you from being identified because your profile is so unique.

IDSeal scrambles your digital fingerprint to keep your online activity private.



Conversation Starters

Sensitive Document Detection & Vault

Do you keep important personal information on your device such as tax returns and financial docs?

Follow up: Most of us keep a lot of important and confidential information on our computers, such as tax returns, bank statements, Explanation of Benefits medical forms, and credit reports, just to name a few. If your device is lost or stolen, or if a cybercriminal hacked into it, these documents could be exposed. IDSeal has a Sensitive Document Scanner and Encrypted Documents Vault that can help to protect that from happening.

IDSeal scans your device for sensitive documents and gives you the opportunity to encrypt them and move them into a hidden vault on your device that only you can access.

Did you know that your login credentials and passwords can be stored on your device and in your browsers and cybercriminals could access these?

Follow up: IDSeal scans your device and locates login credentials that may be stored on your device. You can then either remove them or encrypt them and save them in a hidden vault on your device that only you can access.

Do you work from home?

Follow up: According to the FBI, cybercrime during the pandemic has significantly increased as cybercriminals are actively targeting people who are working from home. In fact, there has been a 30,000% increase in suspicious messages targeting people who work from home since the pandemic started.¹¹

Overcoming Objections

“I have nothing to hide”

Response: I get it. But do you know that cybercriminals and hackers might attempt to take control of your webcam and even turn it on without your permission? It's a fairly common tactic for ransomware and other malware. This type of attack can target anyone. Ransomware attempts try to take control of anything that can be used to make money.

Microphone and Webcam blocking is a solution for this problem. IDSeal blocks your microphone and your webcam at the port so nobody can listen in or see what you are doing without your knowledge.

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Ad Blocker

How do you feel about pop-up ads or banners that slow down your browsing?

Follow up: We don't like them either. IDSeal has an Ad Blocker that will prevent all those pesky ads from even loading, and it will speed up your browsing experience. It will also keep those advertisers from tracking your behavior and prevent ads from showing up in the future when online.

Ad Blockers also can help protect your privacy. Some ads will load scripts that track your browsing even if you don't click on the ad. By using an Ad Blocker you can prevent the ad from showing, which also keeps it from loading a tracking script.

Microphone and Webcam Blocker

Did you know that you might be watched or listened to from the camera on your PC or phone?

Follow up: Have you ever discussed your favorite shoes with your friend and then find it on social media the next day? If you thought someone was listening in on you, you're right! Lots of apps use your microphone and listen in. You know who else could be listening in on you? Cybercriminals and hackers. They are also able to take over your webcam and spy on you.

Overcoming Objections

"I already have VPN/Antivirus/Ad Blocker/etc"

Response: It's great that you take cybersecurity seriously and have taken some steps to ensure your personal protection. Although you already have this security feature, would you do me a favor? Would you allow me to show you a comparison of products just to be sure you are not missing something important?

IDSeal has 14 features in one comprehensive solution that work to keep your device secure and protect your privacy. No other solution has all of these in one package.

