

# SAFEid COMPETITIVE COMPARISON

Feature		SAFEid		LifeLock		Credit Bureaus	
		SAFEid	SAFEid Difference	Standard	Ultimate Plus	TransUnion	Experian
Pricing	Individual Complimentary*	Robust, <b>complimentary</b> , full-family protection.		\$9.99/person	\$29.99/person	\$19.95/person	\$24.99/person
	Family Complimentary*						
Identity Monitoring	Proactive Identity Monitoring (detects ID risks)	✓	True identity monitoring catches fraud more quickly.	✗	✓	✗	✗
	Black Market Website Surveillance	✓	InfoArmor's internet surveillance is proprietary technology, which finds more frauds in known places of identity fraud occurrence.	✗	✓ (Limited third party chatroom monitoring service)	✗	Internet scanning daily for SSN, CC numbers
	Compromised Credential Monitoring	✓	InfoArmor's internet surveillance is proprietary technology which finds more frauds in known places of identity fraud occurrence, in real time. Compare with chat room services.	✗	✗	✗	✗
	High Risk Transaction Alerts	✓	High Risk Transactions are transactions that can be devastating to victims of ID theft. These are real-time alerts for password resets, unauthorized account access, and fund transfers for credit, banking, brokerage, health and employment. InfoArmor is the ONLY provider with access to these types of transactions.	✗	✗	✗	✗
	Actionable Identity Alerts	✓	Notifications are by phone, text, and email.	✗	✓ (Email Only)	✗	Email Alerts
	Digital Identity Report	✓	Real-time deep Internet search with report and Privacy Grade. Unique to InfoArmor.	✗	✗	✗	✗
	Monthly "Secure Email" with ID Tips	✓		✗	✓	✗	✗
	Catches Synthetic Identity Fraud	✓		✗	✓	✗	✗
Credit Monitoring	Credit Monitoring	✓	Continuous credit monitoring to alert of significant and suspicious activity associated with a subscriber's TransUnion Credit file.	✗	✓	✓	✓
	Single Bureau	✓	Services provided by TransUnion.	✗	✗	✗	✓
	Annual Reports	✓	Subscribers can access their TransUnion credit report once a year for free (no additional charges for credit components of the service).	✗	✗	✓	✓
	Monthly Credit Scores	✓	Track credit scores monthly.	✗	✓	✓ (TU Unlimited)	✓ (Experian)
	Monthly Score Tracker	✓	Provides historical view of credit score improvement.	✗	✓	✓	✓
Identity Restoration	ID Theft Remediation (Fully Managed)	✓	What InfoArmor does start to finish: <ul style="list-style-type: none"> <li>• Confirm fraud activity</li> <li>• Issue fraud alerts</li> <li>• Submit LPofA to creditors</li> <li>• Contact all parties on victims behalf</li> <li>• InfoArmor takes full burden of restoration</li> </ul>	(outsourced)	(outsourced)	✓	✓
	Accepts Pre-Existing ID Theft	✓	InfoArmor does not charge extra to handle pre-existing identity conditions. Unique to InfoArmor.	✗	✗	✗	✗
	Online Identity Restoration	✓	Only InfoArmor offers this additional free restoration option, IdentityMD.	✗	✗	✗	✗
	Lost Wallet Protection	✓	WalletArmor—lost/stolen wallet service & surveillance of wallet contents on public and underground internet	✓	✓	✗	✓
Other	SocialArmor	✓	InfoArmor's SocialArmor monitors Facebook, Twitter, LinkedIn, and Instagram accounts for derogatory use, cyberbullying, and more.	✗	✗	✗	✗
	Reduce Junk Mail	✓	Solicitation opt out is often overlooked as source of PII.	✗	✓	✗	✗
	Stop Pre-Approved Credit and Insurance Offers	✓	Solicitation opt out is often overlooked as source of PII.	✗	✓	✗	✗
	End Telemarketing Calls	✓		✗	✗	✗	✗
	Mobile Application (Android & iPhone)	✓	Enables access to alerts and contact to InfoArmor.	✗	✗	✗	✗
	Child Eligibility	✓	Included in the price of PrivacyArmor family.	✓	✓	✓ (additional cost)	✓ (additional cost)
	No Reputation Risk	✓	InfoArmor has no customer complaints, lawsuits or FTC infringements.	High reputational risk current FTC investigation, misleading marketing, past claims unjustifiable	High reputational risk current FTC investigation, misleading marketing, past claims unjustifiable	✗	✗

\*For monitored security customers only. Restrictions apply, see website for full details. Revised and updated as of January 2018. The information reflected in this document is accurate to the best of our knowledge based on information from competitor websites.