PRO+ CYBER

promotional toolkit

Your all-in-one guide to promoting Allstate Identity Protection as an employee benefit.

Allstate®
IDENTITY PROTECTION



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How to use

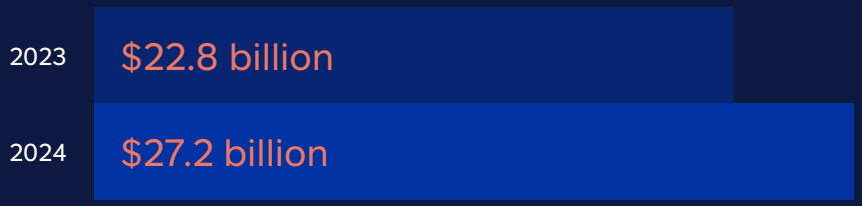
This toolkit provides all the materials and messaging you need to effectively communicate the value of Allstate Identity Protection during open enrollment and throughout the year.

an HR guide to identity protection

Identity theft is real—and its growing
There were over 18 million victims of identity theft in 2024, up 21 percent from 2023[1]



Americans lost over $27.2 billion to identity theft in 2024, an increase of 19 percent from 2023, affecting 6.8 percent of the US population[1]



1: Javelin, Breaking Barriers to Innovation, 2025

Protecting your employees
Offering Allstate Identity Protection as an employee benefit helps protect employees' finances, wellbeing, and digital identity.

Increasing employee enrollment
Promoting an identity protection benefit through email and direct mail campaigns can significantly increase enrollment in identity protection and improve engagement rates.

Recommended positioning
Featuring identity protection after your core medical, dental, and vision benefits helps cement the idea that it's a critical complement to your existing benefits.



how identity protection complements other benefits

Medical
Protects against medical identity theft, ensuring accurate medical reports and preventing financial loss

Dental
Protects employees by monitoring for fraudulent claims and resolving them

Vision
Resolves misuse of benefits when an employee's identity and insurance are used to file fraudulent claims

Legal
Provides legal support for identity theft cases and simplifies the process of reporting identity theft to credit agencies

Employee Assistance Program
Reduces stress and anxiety related to identity theft, supporting overall wellness

Financial wellness
Enhances financial wellness by protecting employee savings and investment accounts from identity theft-related financial loss

Retirement
Secures retirement accounts from identity theft, ensuring long-term financial security



downloadable flyers

Use these ready-to-go, purpose-built flyers to promote Allstate Identity Protection during open enrollment events, benefit fairs, employee communications, new hire orientations, and beyond.



HR user guide

A simple, step-by-step walkthrough explaining how to register an Allstate Identity Protection account, access the portal, and start using plan features.

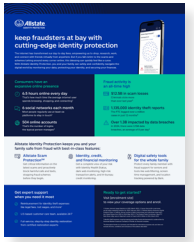
Download this document



Co-brandable plan highlights flyer

A high-level overview of the plan's key features and benefits that you can customize with your company logo, open enrollment dates, and enrollment site link.

Download this document



Infographic flyer

A visual, easy-to-digest introduction to the risk of identity theft and how Allstate Identity Protection is here to help.

Download this document



Scam flyer

A detailed overview of our scam protection plan and its features, as well as the new features we're adding to the solution in 2027.

Download this document



Benefit fair display flyer

A flyer designed specifically for benefit fairs to showcase the Pro+ Cyber plan with a QR code included to help employees find further information. Print for display at your OE booth or table.

Download this document



FAQ flyer

A comprehensive Q&A sheet answering common employee questions to help employees understand what the benefit covers, how it works, and how to activate certain features.

Download this document



Feature activation flyer

A quick reference guide for activating specific features like data removal, cybersecurity tools, and more.

Download this document

digital + printable: posters, banners & displays

Use these attention-grabbing assets to promote Allstate Identity Protection in the office and in digital spaces. These are ideal for driving awareness, explaining key features, and encouraging employees to take action.

Posters

Eye-catching print or digital posters designed to highlight key benefits and encourage enrollment.

Download Pro+ Cyber posters



Banners

Flexible digital banner assets available in multiple sizes to fit your intranet, HR portals, emails, and more.



Download

357x123 banner



Download

668x215 banner



Download

572x357 banner



Download

1:1 banner

Digital display

Static or animated graphics designed for digital signage and monitors across your workplace.

Download display graphics



ready to view videos

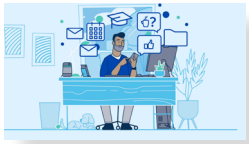
Easily embed or link to these educational videos on your benefits platform, intranet, or open enrollment resource hub. They're designed to help employees understand the value of identity protection and feel confident in their decision to enroll.



Pre-recorded webinar

An in-depth session that helps employees understand the importance of identity protection, the impact of cyber threats on everyday life, and how our Pro+ Cyber plan can help. This video highlights all included features and offers a step-by-step walkthrough on how to activate and use them. Ideal for sharing during open enrollment or as part of your year-round benefits education strategy.

Watch the video



Product overview video

A short, high-level overview of the importance of device protection, as well as an introduction to Allstate Identity Protection's Pro+ Cyber plan and what it offers.

Watch the video



Plan overview video

A detailed overview of Allstate Identity Protection's Pro+ Cyber plan, including what it is, the key features of the plan, and important details regarding identity theft coverage and how Allstate Identity Protection handles identity restoration cases.

Watch the video



Educational video

A deeper dive into how personal information can be compromised, how Allstate Identity Protection empowers employees to safeguard their personal information, and how we can help protect employees against identity theft.

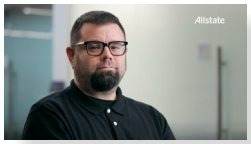
Watch the video



Cyber features videos

A collection of videos that provide an overview of each of our cyber safety features and how they can help keep employees safe from cybercriminals.

Check out our cyber features playlist



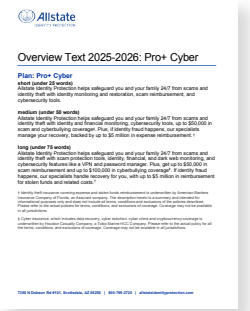
Restoration story videos

A series of our "case closed" videos, which provide a first-hand retelling of how our restoration specialists handled real life cases of identity theft and restored the victims' identities.

Check out our restoration story playlist

copy messaging: articles, posts, benefit guides & new feature highlights

Use this collection of pre-written content to easily promote Allstate Identity Protection across your internal communication channels—whether you're building a benefits guide, posting to your internal comms platform, or writing a company newsletter.


Allstate

Overview Text 2025-2026: Pro+ Cyber

Plan: Pro+ Cyber

Allstate Identity Protection

Allstate Identity Protection helps safeguard you and your family 24/7 from scams and identity theft with identity monitoring and restoration, scam reimbursement, and cybersecurity tools.

medium (under 80 words)

Allstate Identity Protection helps safeguard you and your family 24/7 from scams and identity theft with scam protection tools, identity, financial, and dark web monitoring, up to $50,000 in scam and cyberbullying coverage[1]. Plus, if identity fraud happens, our specialists manage your recovery, backed by up to $5 million in expense reimbursement.[1]

long (under 70 words)

Allstate Identity Protection helps safeguard you and your family 24/7 from scams and identity theft with scam protection tools, identity, financial, and dark web monitoring, and cybersecurity features like a VPN and password manager. Plus, get up to $50,000 in scam reimbursement and up to $100,000 in cyberbullying coverage[2]. If identity fraud happens, our specialists handle recovery for you, with up to $5 million in reimbursement for stolen funds and related costs.[1]

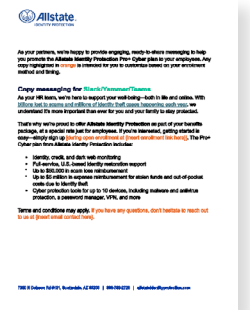
1. Identity theft insurance covering expense and stolen funds reimbursement is underwritten by American Bankers Insurance Company of Florida, an Assurant company. The description herein is a summary and intended for informational purposes only and does not include all terms, conditions and exclusions of the policies described. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

2. Cyber insurance, which includes data recovery, cyber extortion, cyber crimes and cryptocurrency coverage is underwritten by Assurant Casualty Company, a Fortu Marine HCC Company. Please refer to the actual policy for all the terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

Benefit guide text

Suggested copy to include in your official open enrollment or employee benefits guide to introduce Allstate Identity Protection to employees and provide an overview of plan highlights.

Download this resource


Allstate

As your partners, we're happy to provide engaging, ready-to-share messaging to help you promote the Allstate Identity Protection Pro+ Cyber plans to your employees. Any copy highlighted in orange is intended for you to customize based on your enrollment method and timing.

Copy messaging for Slack/Yammer/Teams

As your HR team, we're here to support your well-being—both in life and online. With billions lost to scams and millions of identity theft cases happening each year, we understand it's more important than ever for you and your family to stay protected.

That's why we're proud to offer Allstate Identity Protection as part of your benefits package, at a special rate just for employees. If you're interested, getting started is easy—simply sign up [during open enrollment or if present enrollment link here]. The Pro+ Cyber plan from Allstate Identity Protection includes:

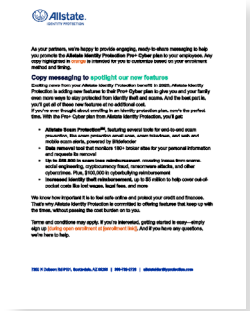
- Identity, credit, and dark web monitoring
- Full-service, U.S.-based identity restoration support
- Up to $50,000 in scam loss reimbursement
- Up to $5 million in expense reimbursement for stolen funds and out-of-pocket costs due to identity theft
- Cyber protection tools for up to 10 devices, including malware and antivirus protection, a password manager, VPN, and more

Terms and conditions may apply. If you have any questions, don't hesitate to reach out to us at [insert email contact here].

Yammer / Slack / Teams posts

Short, punchy messages you can post on internal communication platforms to drive awareness and increase engagement rates.

Download this resource


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As your partners, we're happy to provide engaging, ready-to-share messaging to help you promote the Allstate Identity Protection Pro+ Cyber plans to your employees. Any copy highlighted in orange is intended for you to customize based on your enrollment method and timing.

Copy messaging to spotlight our new features

Exciting news from your Allstate Identity Protection benefit in 2025. Allstate Identity Protection is adding new features to their Pro+ Cyber plan to give you and your family even more ways to stay protected from identity theft and scams. And the best part is, you'll get all of these new features at no additional cost.

If you've ever thought about enrolling in an identity protection plan, now's the perfect time. With the Pro+ Cyber plan from Allstate Identity Protection, you'll get:

- Allstate Scam Protection™, featuring several tools for end-to-end scam prevention, like scam protection email scan, scam tracker, and safe and mobile scam alerts, powered by Bitdefender
- Data removal tool that monitors 180+ broker sites for your personal information and requests its removal
- Up to 200 300 to scam loss reimbursement, covering losses from scams, online fraud, and identity theft, plus coverage for home title theft, and other
- Cyber insurance, with $100,000 in cyberbullying expense coverage
- Increased identity theft reimbursement, up to $5 million to help cover out-of-pocket costs like lost wages, legal fees, and more

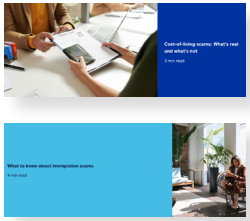
We know how important it is to feel safe online and protect your credit and finances. That's why Allstate Identity Protection is committed to offering features that keep up with the times, without passing the cost burden on to you.

Terms and conditions may apply. If you're interested, getting started is easy—simply sign up [during open enrollment or [enrollment link]]. And if you have any questions, we're here to help.

New feature announcements

Plug-and-play messaging to promote and introduce exciting new features.

Download this resource



Educational articles

Long-form educational content about new scams and how employees can protect themselves that can be shared as needed via email, internal messaging apps, and more.

Visit our Consumer Content Hub

year-round communications

Keep identity protection top of mind throughout the year with these timely communication topics. Use them as opportunities to engage employees, share helpful tips, and remind them of the value of their Allstate Identity Protection benefit.

You can also check out our Consumer Content Hub for more seasonal content as we are frequently posting new articles.

Q1: January – March

January 27-31: Identity Theft Awareness Week
Raise awareness about identity theft and share best practices for protecting personal data.

March 1-7: National Consumer Protection Week
A perfect time to share resources, guides, and other materials to educate employees on threats to their digital privacy and how to protect their financial well-being. This is also a great time to promote Allstate Identity Protection's digital privacy features.

Q2: April – June

Tax season (March–April)
Help employees stay alert during peak tax scam season.

May 1: World Password Day
Share password best practices to help employees keep their accounts safe and avoid account takeovers.

Q3: July – September

Summer travel
Encourage safe browsing on public Wi-Fi, the use of VPNs, and proactive scam monitoring. A great time to promote cybersecurity tools included in the benefit.

September: Back to School
Help keep your employees' children safe from scams and fraud this school year by sharing useful resources regarding child identity theft, social media best practices, and more.

Q4: October – December

October: Cybersecurity Awareness Month
Share practical tips to avoid phishing and holiday shopping scams.

November 9-15: International Fraud Awareness Week
Keep your employees safe from fraud and scams by providing training and resources on the current fraud landscape, how to recognize the latest fraud schemes, and how employees can avoid them.

any questions?

For more information about Allstate Identity Protection, our plans and features, or other resources, contact your Allstate Identity Protection Account Manager.

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IDENTITY PROTECTION