



Allstate Digital Footprint™

Meet the **next generation of privacy management**, brought to you by Allstate Identity Protection.

We all enjoy online conveniences, but new ways our personal information can be tracked and sold have everyone a little uneasy these days — for good reason. With stories about data breaches in the news seemingly every day, consumers are eager for a privacy solution that gives them more control over their personal information.

Now, with the privacy enhancements to Digital Footprint, Allstate Identity Protection has expanded its commitment to keeping personal information safe, so employees and their families can keep loving what technology adds to their lives.

Finally there's privacy protection that keeps up with their digital life and looks after their identity

See your digital relationships

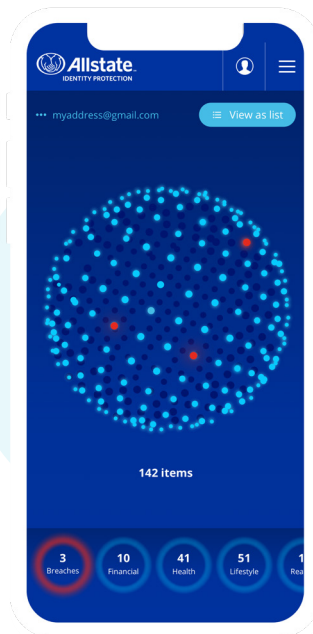
Digital Footprint scans your email inbox to show which companies you've shared your personal data with. It also alerts you if your information has been exposed in a data breach.

Control where your data lives

Digital Footprint provides "privacy insights" about companies based on their data collection, sharing, and security practices, and recommends steps you can take to help protect your data. You can also unsubscribe from and delete unwanted accounts.

Combined with full protection

Allstate Identity Protection is the most advanced product of its kind. In addition to these great privacy features, you'll get dark web and financial monitoring with alerts. If fraud occurs, our customer care team will fully manage and restore your identity.



50%
of consumers
don't know how to
protect their data

76%
of consumers don't
think companies
are doing enough to
protect data

Mission for 2021

Give employees more control over their personal data and help companies establish a secure, productive workforce, free from disruption.

2021 enhancements to Digital Footprint

- Add up to five email accounts
- Get your complete inbox scanned
- Manage scans for family members

Product launch details

(tentative and subject to change)

Q1 2021

Digital Footprint privacy enhancements added to the Allstate Identity Protection product portal