



# True Identity Protection™

2011 Coverage Overview



# Identity Theft Protection Overview



## Real protection for your most valuable asset

Since 2005 ID Watchdog has been working non-stop to stay one step ahead of identity thieves, developing patent-pending identity protection solutions that defend you from every angle. With ID Watchdog Plus you receive best-in-class identity monitoring of your most vulnerable personal information across thousands of databases for the earliest possible detection of identity theft, instant alerts of possible threats, our 100% resolution guarantee in the event you do fall victim to identity theft on our watch. Here's how we stack up:

	ID Watchdog Plus	Credit Monitoring Services	Other Identity Protection Services
Risk Evaluation			
SSN Monitoring			
Address Monitoring			
Property Record Monitoring			
Cyber Monitoring			
Credit Record Monitoring			
ID Theft Diagnosis Tools			
Full Resolution Service			


## Identity Theft Protection Overview

### Protection Benefits

- **Instant Identity Diagnostic** upon enrollment, to determine if you may already be a victim of identity theft. Each year, 10 million Americans fall victim to identity theft, but it can take years before manifesting itself – it's not before you get denied credit, turned down for insurance, passed over for a job, or get a threatening letter from the IRS that you find out the bad news. By then its too late. Upon enrollment, you'll receive an **Identity Profile Report** from ID Watchdog that can help uncover pre-existing conditions.
- **Monthly Alerts** to keep you informed and in control of your most valuable asset. Each month, you'll get an identity status report from ID Watchdog's security team. If your identity remains secure, we'll let you know. Likewise, if we detect suspicious activity, we'll reach out to you and lay out our plan for investigation and resolution, if necessary.
- Round-the-clock access to your Identity Profile Report, identity theft resources, news and alerts through our secure **Identity Management Dashboard**.
- Have questions or concerns about the security of your identity? Looking for tips on how to protect yourself and your loved ones? ID Watchdog customers have **telephone access to ID Watchdog experts** six days a week. Unlike the competition, our customers don't have navigate frustrating automated phone systems, only to end up speaking to an anonymous call center representative in another country. At ID Watchdog, we never outsource. Our service experts are ID Watchdog employees, located right in our Denver headquarters.
- **Full Service Identity Resolution.** Finding out you've been a victim of identity theft is traumatic enough. Unfortunately, for most victims, that's just the beginning of their troubles – putting a stop to the theft so it doesn't spread to other areas of your life can take hundreds of hours and cost thousands of dollars. Unless, of course, you're an ID Watchdog client. Our team of certified identity theft resolution experts will step into your shoes to put a stop to the incident and correct your records so you don't have to. We'll navigate the bureaucracies, cut through the red tape, and do all the heavy lifting on your behalf. And we won't stop working for you until the issue is resolved, guaranteed. **No limitations and no fine print.**

Bottom line – ID Watchdog is the most comprehensive identity theft service available anywhere on the market today. With ID Watchdog, you can rest easy knowing that your most valuable asset – your identity – is in good hands.

Security. Peace of Mind. Guaranteed.



## Identity Theft Protection Rates

### Individual Plan

The individual plan is available to you at a **60% discount** off the retail price.

**\$7.95**

~~\$19.95~~  
per month

### Family Plan per household (up to 5 people at same address)

Retail \$19.95 per month plus \$9.95 per month for each additional family member

**\$14.95**

per month

For more information, go to: [www.idwatchdog.com](http://www.idwatchdog.com) or call: 1-800-970-5182