# get identity and scam protection that keeps up with real life

With AI and other tools making scams, fraud and identity theft more convincing and common, safeguarding your data can feel overwhelming and expensive — especially when relying on piecemeal identity and scam tool subscriptions. That's why Allstate® Identity Protection brings multiple solutions together in one plan, which could help you **save more than $1,200*** while giving you greater peace of mind.

*All comparison cost data pulled March 2026 | Bark monthly rate: $14 | Talkspace monthly rate: $29.99 | Nomorobo Max monthly rate: $6.66 | Average between AdGuard (family plan), AdblockPlus Premium, and TotalAdBlock monthly rate: $5.61 | AIP Blue consumer family plan monthly rate: $36.00.

Products and features are subject to change. Certain features require additional activation and may have additional terms.

Allstate Identity Protection is offered and serviced by InfoArmor, Inc., a subsidiary of The Allstate Corporation.

[1]Cyber insurance, which includes data recovery, cyber extortion, cyber crime and cryptocurrency coverage is underwritten by Houston Casualty Company, a Tokio 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.

[2]Bark is a third-party service subject to their own terms, conditions, and availability. Family plan required.

[3]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.

## Enroll in our Pro+ Cyber plan today to get:

**Allstate Scam Protection℠:** End-to-end defense including web protection, scam takedowns, and more. Plus, get up to $50K reimbursement for losses related to scams, including social engineering and cryptocurrency fraud.[1]

**Identity, financial and credit protection:** Three-bureau credit, financial, and high-risk transaction monitoring plus credit and identity tools.

**Identity restoration:** Dedicated specialist help paired with expense reimbursement and resolution tracker.

**Cybersecurity:** Mobile and desktop device protection tools plus network security, VPN, and password manager.

**Family coverage:** Protection for the whole family "under roof and wallet," from kids to family members 65+.

**Digital safety:** Dark web and social media monitoring plus family digital safety tools through Bark,[2] including content monitoring, location tracking and screen time management.

**Reimbursement:** Up to $5M reimbursement for eligible identity theft expenses, including up to $1M stolen funds reimbursement and up to $100K for cyberbullying-related expenses.[3]

## New for 2027

- **Digital household assistant** helps families organize and monitor key documents for everyday needs and emergencies and alerts to missing and expired items.
- **24/7 human chat support** with real specialists when members need guidance but aren't ready to pick up the phone.
- **Local safety alerts** for nearby verified threats, such as violence and severe weather, so members can act quickly and stay safe.
- **Enhanced scam protection** with personal scam alerts, a strengthened email threat scan tool, and a scam safety center.

**Pricing**
$7.95 per person/month
$13.95 per family/month

**Questions?**
800-789-2720
or visit myaip.com

## › Sign up during open enrollment.

Allstate IDENTITY PROTECTION