```
Free Credit Monitoring Path + Free Privacy Scan
                        │
                        ▼
        User Clicks "Get Free Credit Monitoring"
                        │
                        ▼
Sign-Up Form: Name, Email, Phone, DOB, Address, Last 4 of SSN + TCPA Opt-In
                        │
                        ▼
                  Authentication
                        │
                        ▼
        Credit Monitoring Dashboard Activated:
                    - Credit Score
                    - Credit Report
                    - Score Factors
                    - Score Tracker
                    - Debt Analysis
                        │
                        ▼
                 Welcome Email Sent
                        │
                        ▼
           Welcome Text Sent (if opted-in)
                        │
                        ▼
              Free Privacy Scan Offered
                        │
                        ▼
User Can Upgrade to Privacy or Full Protection Without Re-entering Info
```

```
Privacy Protection ($9.99) Upgrade
                  |
                  v
User Clicks "Protect My Privacy" ($9.99/mo)
                  |
                  v
If Already Signed Up: No New Form Needed
                  |
                  v
Billing Setup (Monthly or Annual)
                  |
                  v
Authentication (If Not Already Verified)
                  |
                  v
Privacy Dashboard Activated:
- Data Broker Removal
- Dark Web Alerts
- Free Credit Monitoring
                  |
                  v
Welcome Email Sent
                  |
                  v
Welcome Text Sent (if opted-in)
                  |
                  v
Option to Upgrade to Full Protection ($19.99)
                  |
                  v
NOTE: Prior payment is credited toward Full Protection if user upgrades
```

```
                 Full Protection ($19.99) Upgrade

                            │
                            ▼

        User Clicks "Get Full Protection" ($19.99/mo)

                            │
                            ▼

           If Already Signed Up: No New Form Needed

                            │
                            ▼

              Billing Setup (Monthly or Annual)

                            │
                            ▼

            Authentication (If Not Already Verified)

                            │
                            ▼

            Full Protection Dashboard Activated:
                     - Credit Monitoring
                        - Privacy Tools
                        - ID Protection
                          - Insurance

                            │
                            ▼

                     Welcome Email Sent

                            │
                            ▼

              Welcome Text Sent (if opted-in)
```

```
Direct Path: Privacy Protection
              │
              ▼
User Lands on Goal850 Homepage
              │
              ▼
Clicks "Privacy Protection" ($9.99/mo)
              │
              ▼
Sign-Up Form: Name, Email, Phone, DOB, Address, Last 4 of SSN + TCPA Opt-In
              │
              ▼
Billing Setup (Monthly or Annual)
              │
              ▼
Authentication
              │
              ▼
Privacy Dashboard Activated:
    - Data Broker Removal
      - Dark Web Alerts
  - Free Credit Monitoring
              │
              ▼
Welcome Email Sent
              │
              ▼
Welcome Text Sent (if opted-in)
              │
              ▼
Option to Upgrade to Full Protection ($19.99)
              │
              ▼
NOTE: Prior payment is credited toward Full Protection if user upgrades
```

```
                    ┌─────────────────────────────┐
                    │  Direct Path: Full Protection │
                    └─────────────────────────────┘
                                  │
                                  ▼
                    ┌─────────────────────────────┐
                    │  User Lands on Goal850 Homepage │
                    └─────────────────────────────┘
                                  │
                                  ▼
                    ┌─────────────────────────────┐
                    │ Clicks "Full Protection" ($19.99/mo) │
                    └─────────────────────────────┘
                                  │
                                  ▼
        ┌────────────────────────────────────────────────────────────┐
        │ Sign-Up Form: Name, Email, Phone, DOB, Address, Last 4 of SSN + TCPA Opt-In │
        └────────────────────────────────────────────────────────────┘
                                  │
                                  ▼
                    ┌─────────────────────────────┐
                    │ Billing Setup (Monthly or Annual) │
                    └─────────────────────────────┘
                                  │
                                  ▼
                         ┌──────────────────┐
                         │  Authentication  │
                         └──────────────────┘
                                  │
                                  ▼
              ┌───────────────────────────────────────┐
              │ Full Protection Dashboard Activated:    │
              │          - Credit Monitoring             │
              │             - Privacy Tools              │
              │            - ID Protection               │
              │              - Insurance                 │
              └───────────────────────────────────────┘
                                  │
                                  ▼
                       ┌──────────────────────┐
                       │  Welcome Email Sent   │
                       └──────────────────────┘
                                  │
                                  ▼
                  ┌──────────────────────────────┐
                  │ Welcome Text Sent (if opted-in) │
                  └──────────────────────────────┘
```