

**LifeLock Announces Launch of Free Identity Theft Risk Assessment Calculator**  
**Friday, February 06, 2015 05:53:00 PM (GMT)**

*Free Online Behavioral Risk Assessment is Part of the Company's Ongoing Consumer Education Efforts and follows Recent Breach, Affecting Millions*

In the wake of the latest data breach news and the fact that the personal records of more than 85 million people was exposed in 2014 alone, LifeLock, Inc. (NYSE: LOCK) released a new identity theft risk calculator to help consumers assess their risk and adjust their behavior accordingly. The calculator, which can be found at <http://www.lifelock.com/risk-calculator/>, asks consumers questions ranging from their habits related to changing their online passwords to whether they take steps to safeguard their postal mail. Based on the answers provided, the tool provides specific follow-up steps consumers can take that may help lower their identity theft risk.

The Online Risk Calculator is part of LifeLock's ongoing consumer education efforts, which also included publishing *Stolen Identity: What Anyone With a Name, Birthdate and Social Security Number Needs to Know*, a book that takes readers inside recent identity theft schemes.

"Day-to-day behavior can have an impact on a person's identity theft risk," said LifeLock President Hilary Schneider. "To help consumers better understand how their identity theft risk may be related to their behavior, we put together this online risk calculator. It's a free and easy way to help consumers try to stay a step ahead of hackers. In a very short amount of time, consumers can learn some basic proactive steps they can take to help protect their identity."

The calculator asks consumers questions like:

Do your passwords include words found in a dictionary or proper nouns?

Do you shred credit card offers received in the mail?

Do you carry your Social Security card in your purse or wallet?

Is your postal mailbox locked or otherwise protected from tampering?

Do you accept social media friend requests from strangers?

Go to <http://www.lifelock.com/risk-calculator/> and take the identity theft risk assessment to determine additional steps that can be taken to help protect one's identity.

For more tips and information for consumers visit our blog, [LifeLock UnLocked](#)

### **About LifeLock**

LifeLock, Inc. (NYSE: LOCK) is a leading provider of proactive identity theft protection services for consumers and risk management services for enterprises. LifeLock's threat detection, proactive identity alerts and comprehensive remediation services provide peace of mind for consumers amid the growing threat of identity theft. Leveraging unique data, science and patented technology from ID Analytics, Inc., a wholly owned subsidiary, LifeLock offers identity theft protection that goes beyond credit monitoring. As part of its commitment to help fight identity theft, LifeLock works to train law enforcement and partners with a variety of non-profit organizations to help consumers establish positive habits to combat this threat.

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**Industries:** Women, Education, Continuing, Technology, Data Management, Security, Teens, Training, Consumer, Men

**Languages:** English

**Primary Identifiers:** LOCK-US

**Related Identifiers:** LOCK-US, LOCK

**Source:** LifeLock, Inc.

**Subjects:** Product/Service