

Privacy Policy



INFOARMOR, INC. / ALLSTATE IDENTITY PROTECTION
PRIVACY STATEMENT

(available at: <https://www.allstateidentityprotection.com/privacy> and <https://www.infoarmor.com/privacy-policy>)

Effective Date: June 28, 2021

Your privacy is very important to us. This Privacy Statement (“**Statement**”) describes the privacy practices of InfoArmor, Inc. (known as “Allstate Identity Protection,” “we” “our” or “us”). This Privacy Statement explains the information we collect, why we collect it, how we use and share it and the choices you can make regarding your information.

Use the Table of Contents to link directly to a specific section or scroll down to read the full Privacy Statement.

- Summary Of Our Privacy Statement
- Full Privacy Statement
 - [Information We Collect And How We Collect It](#)
 - [Use Of Your Personal Information](#)

- [Choices Available to You](#)
- [Social Media, Links And External Sites](#)
- [Security](#)
- [Changes To Our Privacy Statement](#)
- [Contact Us](#)
- [California Privacy Rights And Choices](#)

SUMMARY OF OUR PRIVACY STATEMENT

The following summarizes our Privacy Statement. For more detail, refer to the full Privacy Statement [here](#).

Information We Collect and How We Collect It: We collect personal information about you in several ways and from several sources including:

- Directly when you buy a service or product from us. Information collected may include name, address and other important identifying information,
- Automatically when you interact with us online. Information collected may include IP address, cookies, browsing history and other device and internet information, and
- From other parties to help us set up, manage, protect or service your account or products or to market to you, such as service providers, platform partners, your employer (if receiving the services as an employee benefit), business

- Provide and maintain your account, services and products,
- Perform analytics and research studies to improve, develop and protect our websites, mobile apps, services and products,
- Let you know about updates or important information about your products,
- Provide marketing or advertising that might be of interest to you,
- Send you educational material and blog posts to which you have subscribed, and
- Protect our business, services, customers, websites or comply with legal requirements.

Sharing Your Personal Information: We share your information with others for business purposes, including with:

- Our affiliates,
- Companies that are involved in business transactions,
- Authorized brokers and partners,
- Service providers,
- Online and other marketing and advertising partners,
- Third parties in connection with a business transaction, and

our advertising, we and our service providers automatically collect information about you including how you use and access the website or mobile apps and the device used. We collect this information through a variety of tracking technologies, including cookies, Flash objects, web beacons and similar technology. This information may be combined with personal information we collect directly and may be used to improve, enhance and personalize your experience, monitor and improve our websites and mobile apps and for other internal purposes.

California Privacy Rights and Choices: As a California resident, you have certain rights including the right to access your personal information and the right to request deletion of your personal information. To learn more about these rights including how to make a request, refer to the full Privacy Statement below.

FULL PRIVACY STATEMENT

INFORMATION WE COLLECT AND HOW WE COLLECT IT

We collect personal and other information about you. Personal information is data that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked (directly or indirectly) with you. Other information does not and cannot reveal an individual's identity such as information that has been de-identified or aggregated. The information we collect varies based on what products and services you have with us.

We collect information about you in several ways and from several sources. We collect personal information directly from you to provide you with and maintain our identity protection products and services for the business purposes described in Use Of Your Personal Information below. We and service providers working on our behalf collect personal information from or about you when you use one of our websites, contact us via telephone to our customer care team, mobile apps, view our emails or otherwise engage with us through a computer or mobile device ("Sites") such as IP address, browsing history and other internet activity information. We also collect personal information about you from third parties such as service

The following are the categories of personal information that we have collected and shared for at least the past 12 months, and examples of the information that fall into those categories. Certain personal information outlined below is only collected to the extent you have enrolled in the services and activated all relevant features.

PERSONAL INFORMATION CATEGORIES	EXAMPLES
PERSONAL CHARACTERISTICS	Age, race, national origin, marital status, sex (including gender, gender identity, gender expression).
PERSONAL IDENTIFIERS	Name, alias, signature, postal address, email address, unique personal identifier, online identifier, internet protocol (IP) address, phone number, date of birth, Social Security number, driver's license number, state identification number, passport number, or other similar identifiers.
SERVICE OR PRODUCT RELATED INFORMATION	Account name and payment history, credit information, records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies, bank account or credit card number or other payment or financial information, professional or employment-related information and family member information. If you are using the Allstate Digital Footprint feature, we will access the emails in your inbox to find and analyze companies in your Digital Footprint.
INFERENCES	In some cases, we may draw inferences from the personal information collected to create a profile reflecting preferences, characteristics, trends, predispositions, heavier, attitudes, and aptitudes, which may also be considered to be personal information.
INTERNET OR OTHER ELECTRONIC NETWORK	Browsing history, search history, information regarding your interaction with our website, application or advertisement, links you use or web pages you visit while visiting our site or

Our website is not intended for children. We do not market any products or services to children under the age of thirteen or knowingly collect any information from children under the age of thirteen.

USE OF YOUR PERSONAL INFORMATION

We use your personal and other information for business purposes including to:

- **Provide and maintain your service and products.** We may use your personal information to provide or maintain your service, products, plan or account including to (i) enroll you in our identity protection products or complete another transaction, (ii) carry out your requested identity protection services, which includes monitoring and identifying suspicious behavior related to your identity, (iii) respond to your customer service requests or other inquiries, (iv) perform identity and credit remediation processes, for fraud protection and risk reduction measures, and (v) administer your account or, make requested changes to your plan. We may also collect information about other parties from you to carry out necessary services and/or requests, including adding another family member to your existing plan. If you provide us personal information about others, or if others give us your information, we will only use that information for the specific reason for which it was provided to us.
- **Improve, develop and analyze our Sites, services and products.** We use your personal information to:
 - analyze, improve, develop or deliver our Sites, products and services and develop new services, products or features using algorithms, analytics software and other similar methods to,

- analyze how visitors use our Sites to improve the Sites and enhance and personalize your experience.

We collect some information used for these purposes using analytics software, cookies and other tracking technologies. For more information about the collection and use of this information, see [Cookies and Tracking Technologies](#) below.

- **Communicate with you about your service or product.** We may communicate with you about your product, service or account, provide you transaction confirmations, payment alerts or other service or product related messages via mail, email or other available methods such as text messages, if requested, and push notifications. We may also send you educational material and blog posts to which you have subscribed.
- **Provide marketing communications.** We may use your personal information to send you promotional communications about products, services, features, and options we believe may be of interest to you. We may send communications via e-mail, regular mail or may send push notifications via a mobile device. Push notification preferences are controlled in your device. We may also use your information to serve you ads or customized content online.
- **Comply with legal requirements and protect the safety and security of our business, services, and Sites.** We may use your personal information to comply with laws, regulations or other legal obligations, to assist in an investigation, to protect and defend our rights and property or the rights of third parties or enforce terms and conditions. We may also use your personal information to prevent suspected fraud, threats to our network or other illegal activities, prevent misuse or for any other reason permitted by law. We may use your personal information to protect our company, our affiliates, our customers, our network and our Sites.
- **Update or correct our records.** We may receive personal information about you from other sources including publicly-available databases or third parties from whom we have purchased data and combine that personal

SHARING YOUR INFORMATION

We do not sell your personal information. We may share your personal information with our affiliates for business purposes consistent with the uses described in this Privacy Statement. We may also share information about you with third parties whenever you consent to or direct such sharing. We strive to work with companies that share our commitment to privacy. We may also share information with others in an aggregated or de-identified form that does not reasonably identify you.

We may also share your personal or other information with service providers and other third parties for business purposes or as required or permitted by law including with:

- **Authorized brokers or partners:** Allstate Identity Protection may operate through brokers or companies we partner with who sell our services and products on our behalf. We may share your personal information with those brokers or partners to provide you with the services you've requested. They may use your personal information in the manner described in this Privacy Statement. If you enrolled for our services through your employer, we may also share information with your employer for accounting and billing purposes.
- **Service providers:** Personal information may be shared with service providers who perform services on our behalf for a business purpose including service providers that:
 - help complete transactions or handle a fraud reimbursement claim,
 - engage in payment processing,
 - provide marketing and advertising, email or other communication services,

- provide tax and accounting, legal services, delivery, and data enhancement services,
 - provide technology services and enhance security, privacy and fraud protections,
 - provide analytics services or conduct research or actuarial studies, and
 - provide support to our operations.
- **Marketing and advertising partners:** We may share personal and other information with third party online and other marketing and advertising partners or permit these partners to collect information from you directly on our Sites to personalize online advertising. We may share personal information with other companies with whom we have a shared customer base and with whom we have a joint marketing agreement. The Cookies and Other Tracking Technologies section below has more details about these activities.
 - **Third parties in connection with a business transaction:** Personal information may be disclosed to third parties in connection with a corporate transaction, such as a merger, sale of any or all of our company assets or shares, reorganization, financing, change of control or acquisition of all or a portion of our business by an affiliate or third party, or in the event of a bankruptcy or related or similar proceedings.
 - **Law enforcement, regulators and other parties for legal reasons:** Personal information may be disclosed to third parties, as required by law or subpoena, or if we reasonably believe such action is necessary to:
 - comply with the law and the reasonable requests of regulators, law enforcement or other public authorities,
 - protect our or others safety, rights or property, and
 - investigate fraud or to protect the security or integrity of our Sites or any product or services.

INFORMATION	CATEGORIES OF THIRD PARTIES
PERSONAL CHARACTERISTICS	Authorized agents or brokers or partners; Service providers; Marketing and advertising partners; Third parties involved in a business transaction; Law enforcement or regulators.
PERSONAL IDENTIFIERS	Authorized brokers or partners; Service providers; Marketing and advertising partners; Third parties involved in a business transaction; Law enforcement or regulators.
SERVICE OR PRODUCT RELATED INFORMATION	Authorized brokers or partners; Service providers; Marketing and advertising partners; Third parties involved in a business transaction; Law enforcement or regulators.
INFERENCES	Authorized brokers or partners; Service providers; Marketing and advertising partners; Third parties involved in a business transaction; Law enforcement or regulators.
INTERNET OR OTHER ELECTRONIC NETWORK ACTIVITY INFORMATION	Service providers; Marketing and advertising partners; Law enforcement or regulators.
MULTIMEDIA INFORMATION	Authorized brokers or partners; Service providers; Third parties involved in a business transaction; Law enforcement or regulators.

ALLSTATE DIGITAL FOOTPRINTSM AND COLLECTION OF YOUR EMAIL DATA

If you enroll in Allstate Digital FootprintSM feature, you provide Allstate Identity Protection with access to your Microsoft, Google and/or other available provider email accounts. We will only use the data accessed from your Microsoft, Google and/or other available provider accounts to read, write, modify, or control email message bodies (including attachments), metadata, headers, and settings ("email data") to :

We will not :

- transfer email data to others unless it is necessary to provide and improve features, comply with applicable law, or otherwise provide the services,
- use email data for serving advertisements, or
- allow a person to read your email data unless we have your affirmative agreement regarding specific messages, doing so is necessary for security purposes such as investigating abuse, to comply with applicable law, or for an Allstate Identity Protection product's internal operation.

Allstate Identity Protection's use and transfer to any other app of information received from Google email accounts will adhere to Google API Services User Data Policy, including the limited use requirements, which are accessible [here](#).

FAMILY PLAN ACCOUNT ACCESS.

Our Family Plan portal enables you and your authorized family member to access and manage your services and plan from one account. By creating a family account, you authorize all family members with access to the family account to view alerts, reports, scores and other disclosures that are made about each family member through that account. If you or other family members do not want shared family access, you or such family members may contact our customer service department to have one or more separate accounts created.

COOKIES AND OTHER TRACKING TECHNOLOGIES

technologies, and similar technology (collectively, “tracking technologies”). Information we collect automatically about you may be combined with other personal information we collect directly. The information collected in this manner includes:

- The website from where you accessed the Site, where you went to when you left the Site, how frequently you visit the Sites, when and whether you open emails or click the links contained in emails, pages you visit on our Sites, the links you click and ads you view, or your location when you access our Sites,
- Information about the computer, tablet, smartphone or other device you use, such as your IP address, browser type, Internet service provider, platform type, device type/model/manufacturer, operating system, date and time stamp, a unique ID that allows us to uniquely identify your browser, mobile device or your account (including, e.g., a persistent device identifier or an Ad ID), and other similar information,
- Analytics information collected by us or via third party analytics tools, to help us measure traffic and usage trends for the Sites and to understand more about the demographics and behaviors of our users, and
- How often you use a mobile app, from where the app was downloaded, events that occur within the app, aggregated usage, and performance data.

Use of the information: We or our service providers may use the information collected through tracking technologies to improve, enhance and personalize your customer experience, to monitor and improve our Sites and for other internal purposes such as:

- Remembering information so that you will not have to re-enter it during your visit or the next time you visit the Sites,
- Provide custom, personalized content and information, including targeted content and advertising,

- Perform analytics and detect usage patterns on our Sites,
- Diagnose or fix technology problems,
- Detect or prevent fraud or other harmful activities, and
- Otherwise to plan for and enhance our Sites.

Our service providers include Google. To learn more about Google's privacy practices, [click here](#). To access and use the Google Analytics Opt-out Browser Add-on, [click here](#).

Your choices regarding cookies: If you prefer not to accept cookies, most browsers will allow you to change your browser settings to disable existing cookies, automatically request cookies or to notify you when you receive a cookie. However, if you disable, modify, or reject cookies, some parts or functionalities of our Site may be inaccessible or not function properly. For example, disabling cookies may require you to repeatedly enter information to take advantage of services.

Although we do our best to honor the privacy preferences of our visitors, we are not able to respond to "Do Not Track" signals from your browser at this time.

CHOICES AVAILABLE TO YOU

Email Marketing: To opt-out from receiving marketing and promotional emails you may, select the unsubscribe link located at the bottom of each communication, email us at privacy_requests@infoarmor.com or contact us at the following address:

Allstate Identity Protection - Customer Privacy Inquiries
7350 N. Dobson Road Suite 101

products or services, responses to your requests and inquiries, or notices or updates to terms and conditions or our privacy practices.

SOCIAL MEDIA, LINKS AND EXTERNAL SITES

Links to other company's websites may be provided on the Allstate Identity Protection Sites as a convenience to you. If you choose to go to these external websites, you will be subject to the privacy practices of those external websites; Allstate Identity Protection is not responsible for the privacy practices of those websites. We encourage you to be aware when you leave our Site to read the privacy policies or statements of every Website you visit, as those privacy policies or statements may differ from ours. Our Privacy Statement applies solely to the Sites where this Privacy Statement appears.

Our website includes Social Media features, such as the Facebook Like button and widgets, such as the Share This button or interactive mini-programs that run on our site. These features may collect your IP address, which page you are visiting on our website, and may set a cookie to enable the feature to function properly. Social Media features and widgets are either hosted by a third party or hosted directly on our Site. Your interactions with these features are governed by the privacy policy of the company providing it.

SECURITY

The security of your personal information is important to us. We use a combination of reasonable technical, administrative, and physical safeguards to protect your personal information. However, no website, mobile application, database or system is completely secure or "hacker proof." So, we cannot guarantee its absolute security. You are also responsible for taking reasonable steps to protect your personal information against unauthorized disclosure or misuse.

CHANGES TO OUR PRIVACY STATEMENT

We may periodically update or revise this Privacy Statement. The date at the top of this page shows when this Privacy Statement was last revised. We will let you know when we update the Privacy Statement by changing the date or other appropriate means.

CALIFORNIA PRIVACY RIGHTS AND CHOICES

California residents have certain rights to access and delete their personal information as well as other rights described below.

To better protect you and your personal information, we will only respond to access or deletion requests that we have been able to properly verify through our authentication processes. To verify your identity, you will be asked to provide several pieces of personal information, such as your social security number or date of birth, which we will only use to verify your identity or authority to make the request.

If you would like to submit an access and/or deletion request, please follow the instructions below:

- If you are a subscriber or former subscriber of “InfoArmor Identity Protection,”
please [click here](#) to submit an online request or call us at 1-800-998-1748.
- If you are a subscriber or former subscriber of “Allstate Identity Protection,”
please [click here](#) to submit an online request or call us at 1-800-593-5106.

online portal or toll-free number.

Right to Access Your Personal Information: You have the right to request that we disclose to you certain information about our collection and use of your personal information over the past twelve months including:

- the categories of personal information collected,
- the specific pieces of personal information we have collected about you,
- the categories of sources from which personal information was collected,
- the business purpose for collecting the personal information, and
- the categories of third parties with whom we share personal information.

Right to Deletion of Personal Information: You have the right to request we delete the personal information we collected. We will delete your personal information in response to a verifiable request unless needed for the following to:

- Complete a transaction for which we collected the personal information, provide a good or service you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform our contract with you,
- Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities,
- Debug products to identify or repair errors that impair functionality,

- Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us,
- Comply with a legal obligation, including compliance with the California Electronic Communications Privacy Act, or
- Otherwise use your persona information, internally, in a lawful manner that is compatible with the context in which you provided the information.

Non-Discrimination Rights: You have the right not to receive discriminatory treatment by us for the exercise of your California privacy rights.

Consumer Request Metrics: The chart below lists the number of access and deletion requests InfoArmor Identity Protection and Allstate Identity Protection received, complied with and denied from residents of California in 2020 along with the average amount of days it took to complete a request.

Metrics: 2020 Data Access Requests for California Residents	Quantity
Number of requests received	4
Number of requests complied with in whole or in part	0
Number of requests denied	4
Average days to complete a Request	23
Metrics: 2020 Data Deletion Requests for California Residents	Quantity

Number of requests denied	2
Average days to complete a request	5

COMPANY INFORMATION

[Careers](#)

[About us](#)

[Log in](#)

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[Personal solutions](#)

[Business solutions](#)

[Partnership opportunities](#)

[Privacy Policy](#)

[Notice of Collection](#)

[Subscriber Terms & Conditions](#)

[Third-Party Client Terms & Conditions](#)

[Accessibility](#)

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