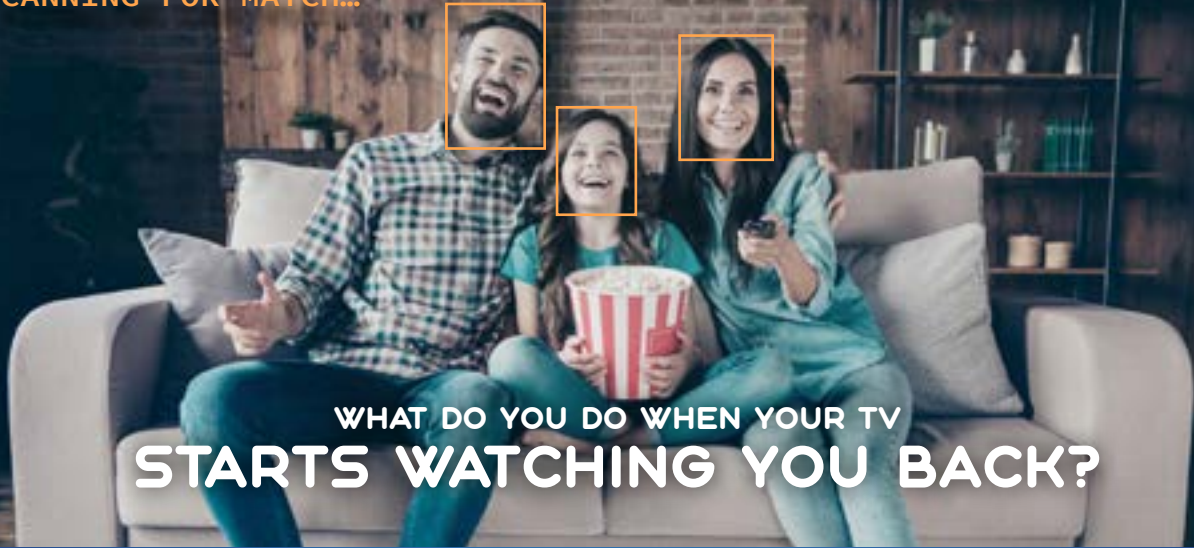


SCANNING FOR MATCH...



WHAT DO YOU DO WHEN YOUR TV  
**STARTS WATCHING YOU BACK?**



**IDTheftDefense**<sup>SM</sup>

UNPARALLELED PRIVACY & REPUTATION MANAGEMENT  
FOR WHEREVER AND WHENEVER THE INTERNET WATCHES YOU BACK

## Introducing Enhanced Privacy Management







You do a lot online, including surfing, streaming, socializing, shopping, and much more. Most of us don't want to think about it, but the reality is that your private data, identity and reputation can be stolen with a just few simple keystrokes.

A web transparency study done by Princeton says  
**76% of websites contain Google tracking devices and 24% have Facebook trackers.**<sup>1</sup>



### Take control of your privacy

IDTheftDefense protects your private data, identity and reputation by helping you delete it from places where it shouldn't be:

 Data broker sites (Spokeo, MyLife, Radaris)	 Internet browsers
 Social media apps	 Smart TVs
 Voice assistant technology (e.g. Amazon Alexa, Apple Siri, Google Assistant, etc. )	 Password management services

**And more...**

For More Information, Contact  
Your Representative:

Ramez Takawy

ramez.takawy@primerica.com

<sup>1</sup><https://webtransparency.cs.princeton.edu/webcensus/>



# IDTheftDefense<sup>SM</sup> Makes Protection Personal

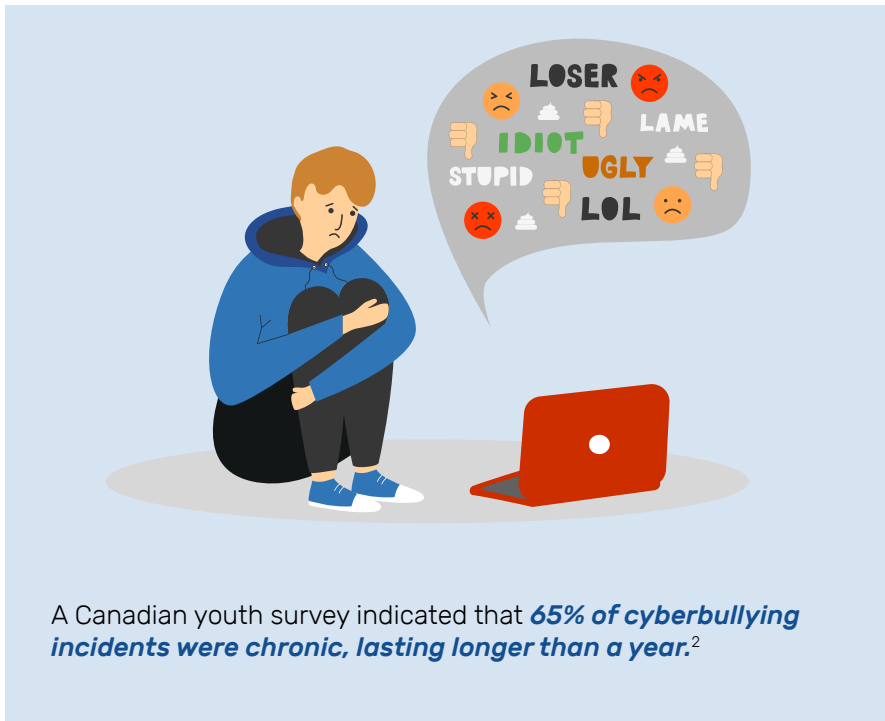
We strive to stand out in a field that often presents do-it-yourself solutions by monitoring the safety of your personal data, and offering **personalized, one-on-one consultation** for managing your privacy.

## Anti-Bullying Consultation



Do you know if your child is being bullied online? If he or she was, would you know what to do? IDTheftDefense Family Plans help protect your children from cyberbullying with tools that help you monitor their social media accounts and alert you to language that is:

- Profane
- Violent
- Sexually Explicit
- Drug/Alcohol Related



**92%** of Canadians agree that fraud and identity theft is a serious issue.<sup>3</sup>

**70%** Over 70% of Canadians believe they are vulnerable to online fraud.<sup>3</sup>

## Additional IDTheftDefense Benefits

- Identity Consultation and Advice
- Full-Service Identity Restoration
- Dedicated Identity Theft Specialists
- Identity Threat Alerts
- Credit Monitoring
- 24/7 Emergency Access



## Your Privacy Is Your Business. Protecting It Is Ours.

**Monthly Credit Score Tracker** The credit score tracker allows you to watch your TransUnion credit score on a monthly basis with a graphical map that shows a 12-month historic view\* of your credit trends from the past year – starting at the time of enrollment. **Credit Report** You will receive your TransUnion credit report upon authentication of your credit profile. Your initial credit score will be delivered with the report. Canadian credit reports utilize Credit Vision scoring models. **Credit Monitoring** We monitor your TransUnion credit report daily. You will receive an alert if a change occurs or an inquiry is made. IDTheftDefense<sup>SM</sup> ("IDTD") is a product offered by PPL Legal Care of Canada Corporation d/b/a LegalShield ("LegalShield"). Primerica representatives are independent contractors and make referrals of clients to PPL Legal Care of Canada Corporation through contractual agreement with Primerica Client Services, Inc. and PFSL Investments Canada Ltd. Neither Primerica Client Services, Inc., PFSL Investments Canada Ltd., nor their officers, employees or sales representatives directly or indirectly provide identity theft protection, restoration services or advice. LegalShield provides access to identity theft protection and restoration services. See an IDTD services plan for complete terms, coverage, conditions, and limitations. Unless indicated otherwise, representations contained herein are those of LegalShield only. All products and services may not be available in all provinces or territories, speak to your Independent Primerica Representative for more details.

<sup>2</sup> <https://www.publicsafety.gc.ca/cnt/rsrscs/pblctns/2015-r038/index-en.aspx>

<sup>3</sup> <https://www.consumer.equifax.ca/about-equifax/press-releases/-/blogs/canadians-getting-more-complacent-about-fraud-missing-the-importance-of-checking-credit-reports?>