

# HOW IT WORKS FOR ASHLEY

*Personalized Breach Risk Intelligence*



# A CONNECTED LIFESTYLE

## Meet Ashley

Ashley shops online, logs into her social media accounts daily, pays her bills using online banking, subscribes to her favorite tech blogs, and is enrolled in identity theft protection services from Sontiq and its brands, EZShield and IdentityForce.



# CREDIT ALERT RECEIVED

**Ashley's email pings with a notification — her credit card has been compromised in a data breach**

Ashley receives a notification from Sontiq that her personal information was located on the dark web. The alert lets her know that her credit card details were compromised in the Best Buy breach.



# CONSOLIDATED BREACH RISK SCORE

## Ashley reviews the risk score

Ashley sees that Sontiq has rated the Best Buy breach as a 4 out of 10, meaning it poses moderate risk to her personal identity. She checks her consolidated breach risk score to see that it has increased from a 2 to a 3 out of 10. She can easily see that this is the fourth breach to compromise her personal information, but it is the first breach to have compromised her credit card details.



# CUSTOMIZED ACTION PLAN

## Ashely's customized action plan guides her through what to do next

Ashley can see which action steps are already implemented through her current services, but there are two open action items. She is prompted to set up transaction alert monitoring and contact her credit card company to issue a new card.



# REGISTER FOR AN EARLY SNEAK PEEK

Fill out the form for exclusive access, and learn more about how Personalized Breach Risk Intelligence works

[www.sontiq.com/breachclarity](http://www.sontiq.com/breachclarity)

Contact Us: [BreachClarity@Sontiq.com](mailto:BreachClarity@Sontiq.com)

