



identity and scam protection has never been more affordable

Award-winning protection for a fraction of the retail cost

With over \$38 billion lost to identity fraud and scams in 2025[†], having the right protection is more important than ever. Unfortunately, getting protection that covers all the important aspects of your life—your identity, family, and more—can come with a hefty price tag.

With Allstate Identity Protection as an employee benefit, you'll receive comprehensive identity and scam protection for a fraction of what it would cost at retail prices.



Pro+ Cyber family plan vs. retail subscription costs*

Product	Monthly cost	Annual cost
Retail identity theft protection	\$36.00	\$432.00
TalkspaceGo mental health support	\$29.99	\$359.88
Digital household assistant	\$20.00	\$240.00
Bark family digital safety tools	\$14.00	\$168.00
Device protection, VPN & password manager	\$11.67	\$139.99
Robocall blocker	\$6.70	\$79.92
Ad blocker	\$5.91	\$70.92
Total cost	\$124.23	\$1,490.71
Allstate Identity Protection Pro+ Cyber	\$18.50	\$222.00



Monthly savings:

\$105.73



Annual savings:

\$1268.76

Ready to take advantage of these cost savings?

Sign up during open enrollment to receive identity protection and all these services for a low monthly cost.

[†] Javelin Strategy & Research, 2026 Identity Fraud Study: The Illusion of Progress, 2026

* Comparison cost data pulled March 2026, based on annual pricing of the products included in the Pro+ Cyber plan.