Allstate®
IDENTITY PROTECTION

Carol was enjoying a cup of coffee when she received a strange call.

Illustrative example only. Actual scam scenarios and outcomes vary based on individual facts and circumstances.

Carol answered her phone to hear someone impersonating a law enforcement officer alleging that she'd failed to appear for a recent jury summons.

The officer threatened that a warrant had been issued for her arrest, but they could clear the warrant if a fine was paid. They pressured her to stay on the phone and to make an immediate payment of $5,000 but to keep the matter confidential due to a court suppression order.

But Carol had Allstate® Identity Protection. She reached out and it was determined she had been scammed.

Our restoration specialists helped her submit all documents so she could be reimbursed for her scam-related losses* and get back to enjoying her mornings, and her life, worry-free.

With scams and identity threats becoming more sophisticated in scope, scale and psychology, Carol's story could've happened to anyone.

**Reimbursement requires Pro+ Cyber coverage.*

get identity and scam protection that keeps up with real life

You don't have to be a security expert

to get expert identity and scam protection.

With AI and other tools making scams, fraud and identity theft more convincing and common, safeguarding your data can feel overwhelming — and expensive when trying to piece together protection on your own. That's why Allstate Identity Protection brings multiple solutions together in one plan to give you greater peace of mind.

You could save over $100 a month* with Pro+ Cyber protection instead of piecemeal identity and scam tool subscriptions.

Enroll in our Pro+ Cyber plan today to get:

Allstate Scam Protection℠: End-to-end digital defense including web protection, scam takedowns, and more. Plus, get up to $50K reimbursement for losses related to scams, including social engineering and cryptocurrency fraud.[1]

Identity, financial and credit protection: Three-bureau credit, financial, and high-risk transaction monitoring plus credit and identity tools.

Identity restoration: Dedicated specialist help paired with expense reimbursement and resolution tracker.

Digital safety: Dark web and social media monitoring plus family digital safety tools through Bark,[2] like screen time management, web filtering, location tracking, and content monitoring.

Privacy management: Online data removal tool plus unwanted ad and robocall blockers.

Cybersecurity: Mobile and desktop device protection tools plus network security, VPN, and password manager.

Family coverage: Protection for the whole family "under roof and wallet," from kids to family members 65+.

Reimbursement: Up to $5M reimbursement for eligible identity theft expenses, including up to $1M stolen funds reimbursement and up to $100K for cyberbullying-related expenses.[3]

New for 2027

Digital household assistant helps families organize and monitor key documents for everyday needs and emergencies and alerts to missing and expired items.

24/7 human chat support with real specialists when members need guidance but aren't ready to pick up the phone.

Local safety alerts for nearby verified threats, such as violence and severe weather, so members can act quickly and stay safe.

Enhanced scam protection with personal scam alerts, a strengthened email threat scan tool, and a scam safety center.

Pricing

$7.50 per person/month

$13.50 per family/month

Questions? 800-789-2720 or visit myaip.com

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› Sign up during open enrollment.

*All comparison cost data pulled March 2026 | Bark monthly rate: $14 | Talkspace monthly rate: $29.99 | Nomorobo Max monthly rate: $6.66 | Average between AdGuard (family plan), AdblockPlus Premium, and TotalAdBlock monthly rate: $5.61 | AIP Blue consumer family plan monthly rate: $36.00.

[1]Cyber insurance, which includes data recovery, cyber extortion, cyber crime and cryptocurrency coverage is underwritten by Houston Casualty Company, a Tokio Marine HCC Company. Please refer to the actual policy for all the terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

Products and features are subject to change. Certain features require additional activation and may have additional terms.

Allstate Identity Protection is offered and serviced by InfoArmor, Inc., a subsidiary of The Allstate Corporation.

[2]Bark is a third-party service subject to their own terms, conditions, and availability. Family plan required.

[3]Identity theft insurance covering expense and stolen funds reimbursement is underwritten by American Bankers Insurance Company of Florida, an Assurant company. The description herein is a summary and intended for informational purposes only and does not include all terms, conditions and exclusions of the policies described. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.