get identity protection that keeps up with real life



With AI and other tools making scams, fraud and identity theft more convincing and common, safeguarding your data can feel overwhelming and expensive — especially when relying on piecemeal identity and scam tool subscriptions. That's why Allstate® Identity Protection brings multiple solutions together in one plan, which could help you **save more than $900*** while giving you greater peace of mind.

Enroll in our Pro+ plan today to get:

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,[1] like screen time management, web filtering and location tracking.

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

Reimbursement:
Up to $2M reimbursement for eligible identity theft expenses, including up to $1M stolen funds reimbursement.[2]

New for 2027

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

Scam safety center provides a centralized resource hub for clear, up-to-date protection guidance against emerging scams.

Pricing
$8.95 per person/month
$16.95 per family/month

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

› Sign up during open enrollment.

Allstate IDENTITY PROTECTION

*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.

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.

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

[2]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.