Identity Theft Protection RFP questions

There are several identity theft products out there that do not cast as broad of a net as LifeLock. LifeLock's acquisition of ID Analytics was really a game changer in moving LifeLock into a position where few, if any, identity theft companies could follow. They have the ability to filter through and examine more than I trillion data points; therefore able to detect more of each members identity theft threats as they are occurring. LifeLock is by far the market leader (4+ million members) in proactive services, customer service, innovation and brand name. LifeLock is also financially strong and a publically held company.

Since identity theft protection is a very specific business; all identity theft companies have different names of programs. It is important to ask the right questions when comparing products or requesting a RFP. Further, some identity theft companies (especially the ones that focus on credit monitoring) will have many programs that do not translate to LifeLock's services because LifeLock does most of the work for the individual "in house". An example would be some credit monitoring companies ask what kind of ID theft occurred to their member and then send out a kit with the forms for the member to fill out and people to call.

LifeLock might require the member to file out a police report, and sign a limited power of attorney, but then LifeLock hires all the investigators, specialists, and lawyers to go fix the member's problems. This is LifeLock's $1M Service Guarantee. Below is a short list that we have compiled that really takes the "selling spin" out of the equation.

Example Questions:

- **How long has your company been specifically in the identity theft protection business? Do not count years of corporate history that was not expressly identity theft protection.**
    - For purposes of this RFP please refer <u>only</u> to the part of your company dedicated solely to ID protection.
- **Does your service proactively scan for use/misuse of member identity elements?**
    - If so how frequently and how many data points
- **Does your service have real time alerting capability?**
    - If so how is this done
    - Does your company own any of the enterprise related relationships that generate the application visibility (entities that proactively scan for use/misuse of member identity elements, etc) or is it solely outsourced?
- **Does your service go beyond credit only related applications?**
    - Give examples of other networks, websites, etc. scanned
    - If so please name the entity and its relationship to your company
- **Does the service provider have a staffed domestic identity theft member service center?**

  How many employees
    - Hours of operations?
    - Are employees direct employees of your company or are they outsourced?
- **Does your service have a staffed domestic identity theft resolution team?**
    - What portion is outsourced, to whom, describe relationship
    - What other services are performed by this company
    - How are services to your customers controlled
    - Are any of their staff dedicated solely to servicing your members,
        - If so how many
- **Does your company offer a service guarantee or insurance or both?**
    - If so describe in detail how (each of) the service performs.

      Note: -Guarantee implies their service provides some mitigation of risk for the member (proactive in nature) -Insurance implies they are bundling the members risk with other members (reactive in nature)
- **Give a factual description of the financial strength of your company?**
    - Type of ownership – describe owners
    - Publicly traded
    - Capitalization etc.