

P1 Introduces Identity Fraud Coverage

ROMEVILLE, Ill. — Protection 1 has partnered with LifeLock, a provider of services to help consumers protect themselves from identity fraud and to better manage their credit.

"With so much activity online, people are seeing the cost of identity theft rise. Today's security-minded consumer looks for security beyond the home," Protection 1 Chief Marketing Officer

Jamie Haenggi tells SSI.

Protection 1 will offer the LifeLock service as part of its HomeCore security solution. With every new HomeCore package, customers will receive a free adult LifeLock membership, a \$120 annual value. Upgraded packages are also available.

The service uses a variety of monitoring systems to safeguard identities, such

as warning customers of detected change of address and requests that customers' names be removed from pre-approved credit mailings.

Customers who opt for the service receive \$1 million coverage in the event of identity fraud. Should a client become a victim of ID theft as a result of a service failure, LifeLock will provide the necessary tools to help victims fight back.

