

Allstate
IDENTITY PROTECTION

NEW FOR 2023

Elder Fraud Center

Help starts here.



Introducing a whole new way for older people and their families to fight fraud

There's a myth that older adults don't embrace new technologies, but seniors are more connected than ever. Unfortunately, seniors are common scam targets because they often have nest eggs saved for retirement. Cybercriminals may use tactics such as scam texts, fake telemarketing calls, and phishing emails to target the elderly.

We've seen this devastation firsthand. That's why we're launching the Allstate Identity Protection Elder Fraud Center, coming in 2023. This interactive help center will provide guidance and information about scams and identity fraud for older people, and their families and caregivers.

Elder fraud is all too common:

>1 in 10

older people fell victim
to fraud in 2021¹

>8.6M

incidents of elder fraud
occur every year²

1 in 24

incidents of elder
fraud are reported to
authorities³

Now there's advanced protection for elder fraud

Our Elder Fraud Center will provide:

- ✔ A resource hub with articles and tips about how to fight fraud
- ✔ Alerts for common scams targeting seniors
- ✔ An easy way to connect with certified specialists who can help

With our family plans, participants can cover relatives 65+ — even if they're not under the same roof or wallet. Our plans include:

- ✔ Monitoring features that scan financial and credit records daily
- ✔ Near real-time alerts for suspicious activity
- ✔ The ability to appoint a trusted family member, friend, or professional as an agent pursuant to a Power of Attorney
- ✔ Full remediation if identity theft occurs
- ✔ Reimbursement of many fraud-related expenses, including stolen funds and legal fees
- ✔ An elder fraud hotline for help with scams and identity theft (coming in 2023)

1 Comparitech, "The United States of Elder Fraud," January 2022

2 Ibid.

3 New York City Department for the Aging and Cornell University, "Under the Radar: New York State Elder Abuse Prevalence Study," May 2011

4 U.S. Federal Bureau of Investigation, "2020 Elder Fraud Report," June 2021

5 National Council on Aging, "Get the Facts on Elder Abuse," February 2021

6 The Economist, "How to protect yourself against the theft of your identity," September 2017



Fraud can be financially devastating for seniors

\$9,175 average loss among people over 60 who reported online fraud⁴

Older fraud victims often suffer emotionally

Elder abuse victims die at a rate three times faster than those who haven't been abused⁵

Elder fraud can affect the whole family

Helping a loved one resolve fraud can take hundreds of hours⁶

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