



Alicia Ward

Carrier Representative



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About LegalShield

PPLSI is North America's leading provider of legal safeguards and one of the leading providers of identity theft protection for individuals, families and small businesses.

- Over 35,000 companies offer LegalShield/IDShield
- 70,000+ businesses use our Small Business plans
- 4 million+ lives covered
- 700+ employees
- PLUS a dedicated Business Solutions team



Network Profile

Service in-state by experienced lawyers:



**Direct
Access**

to dedicated Provider Law Firms



Average firm tenure with
LegalShield is

19 years



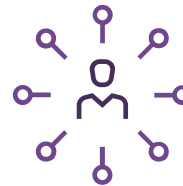
Average lawyer
experience is

22 years



All participants can receive service in

ALL U.S. States



100%

Matters handled
in-network



Network of nearly

6,000

Provider and referral
attorneys

Identity theft protection isn't
just about your credit
it's about you —
your device protection,
your online presence,
your reputation,
your peace of mind.

We help with protective
and restorative solutions

Here's how





Don't Become a Statistic

- **IDENTITY THEFT** has been one of the top consumer complaints filed with the FTC for 16 years straight.
- **VICTIMS** are spending an exorbitant amount of time and money dealing with it.
- The **CRIMINALS** are getting smarter.
- **BREACHES** happen too often.
- That's why you need identity theft protection that's **MORE THAN A WEBSITE.**

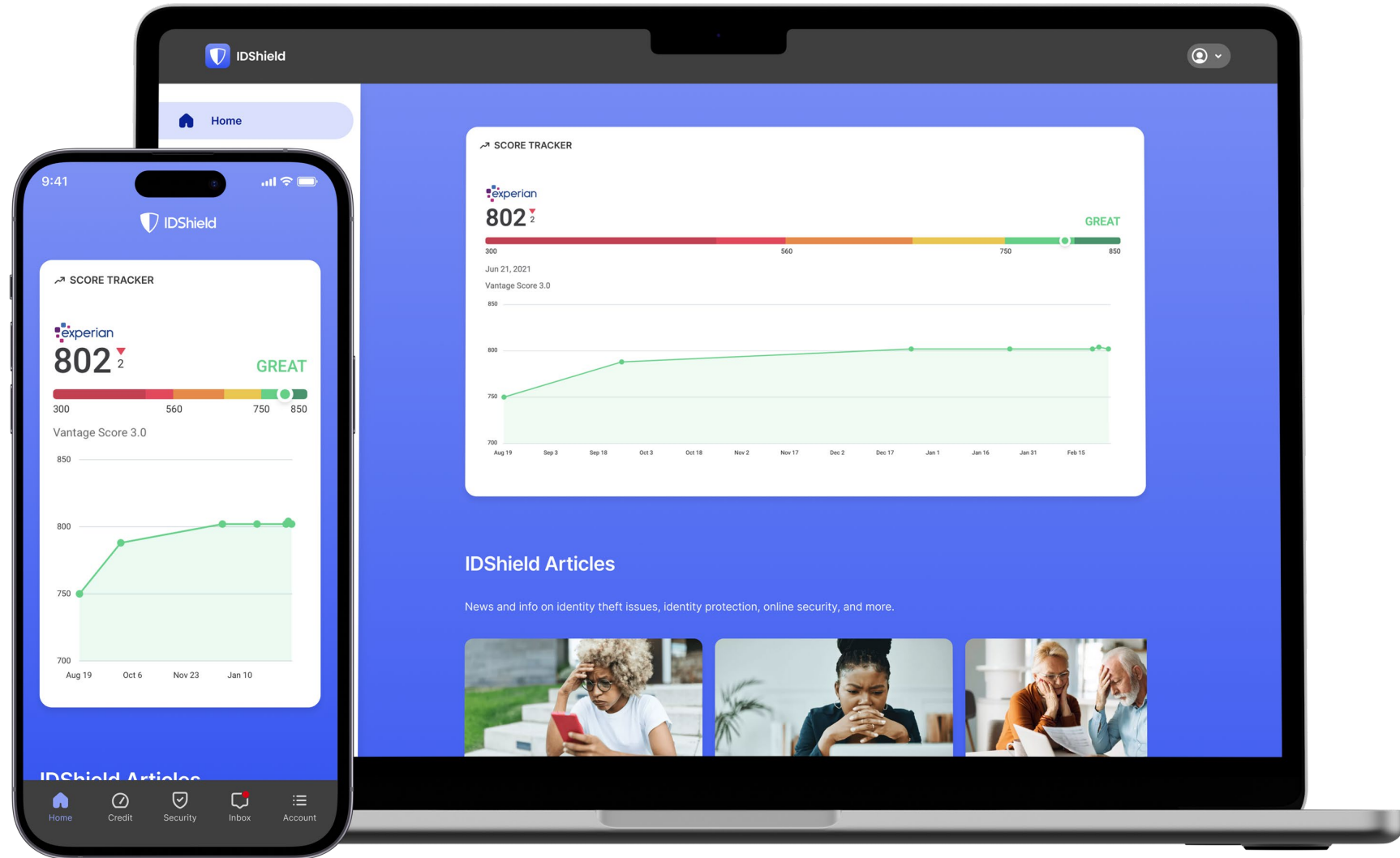


Real-Time Monitoring of What Matters Most

- Full Name
- Date of Birth
- Social Security Number
- Driver's License
- Passport Number
- Mailing Address
- Phone Numbers
- Bank Account Numbers
- Credit/Debit Card Numbers
- Retail Card Numbers
- Medical ID Numbers
- Investment Account Numbers
- Username and Password Combinations
- Mother's Maiden Name
- National Provider Identifier Number
- Telecom Account Application Monitoring
- Rent-to-Own Monitoring
- Buy Here/Pay Here Auto Loans
- Auto Pawns/Title Pawns
- Enhanced Sub-Prime Loans

Credit Monitoring

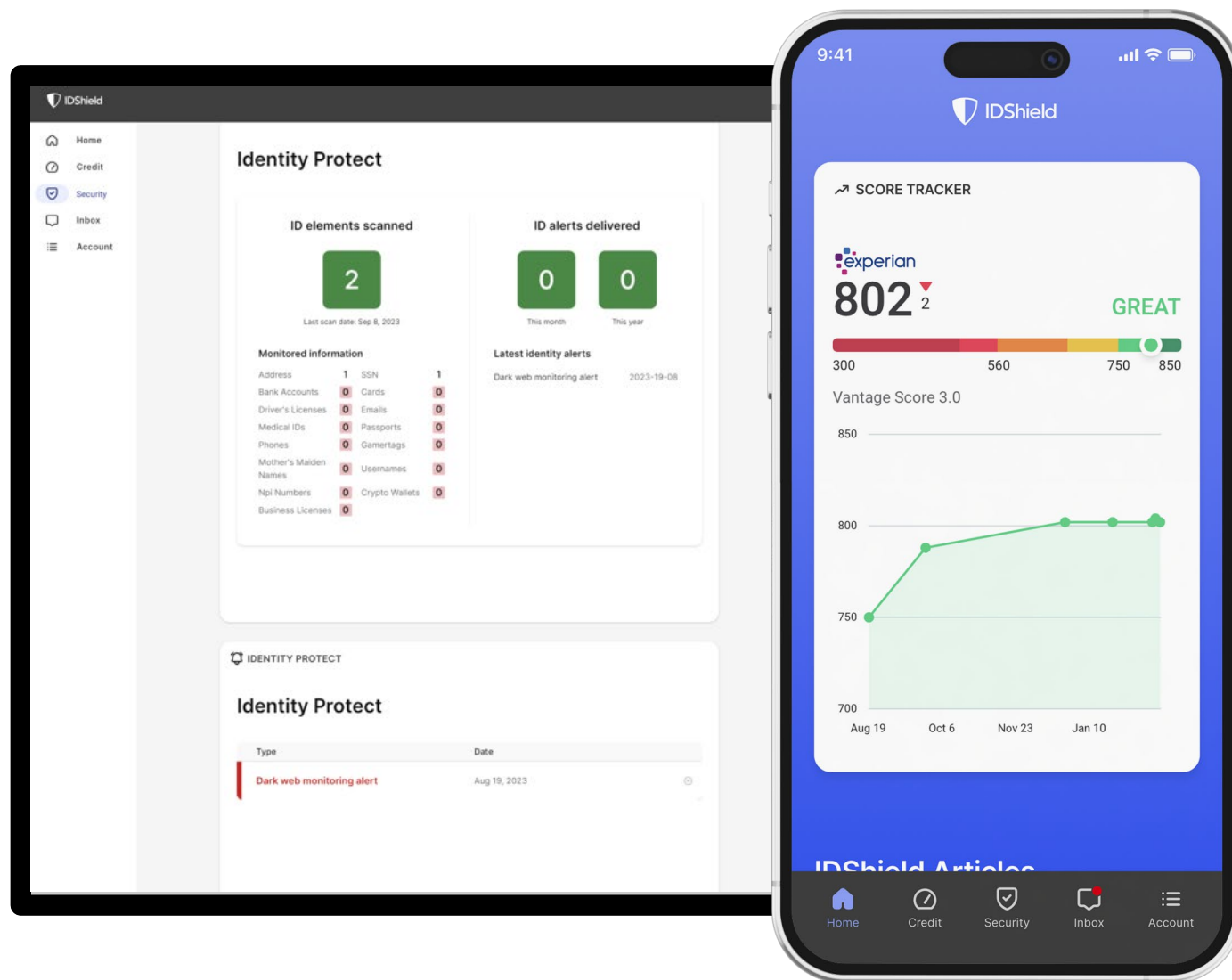
- ✓ Continuous monitoring of member's credit report(s) for changes or updates
- ✓ A monthly credit score
- ✓ A 'Score Tracker' view of credit performance over time
- ✓ Alerts



Dark Web Monitoring

Dark Web Monitored Information

- ✓ Mailing Address
- ✓ Medical ID Numbers
- ✓ Mother's Maiden Name
- ✓ National Provider Identifier Number
- ✓ Passport Number
- ✓ Phone Numbers
- ✓ Social Security Number
- ✓ Usernames



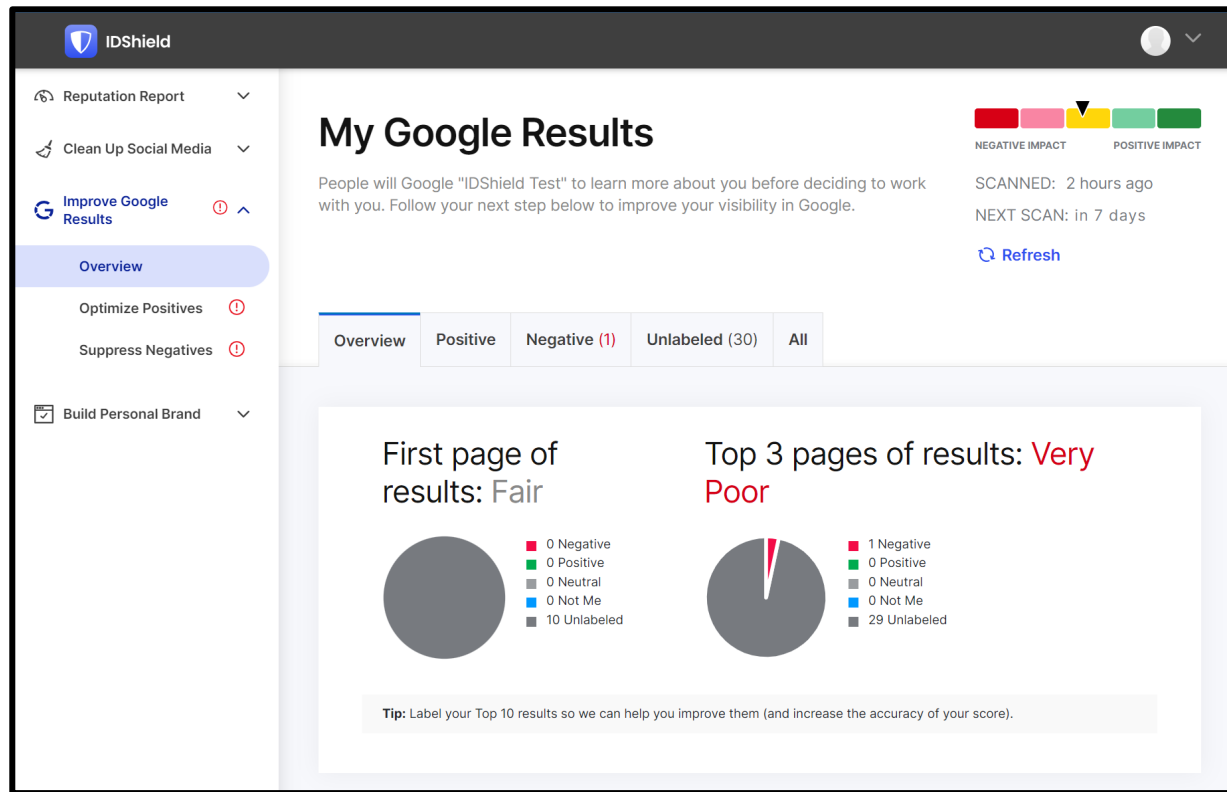
Reputation Management and Online Privacy

Feature Overview

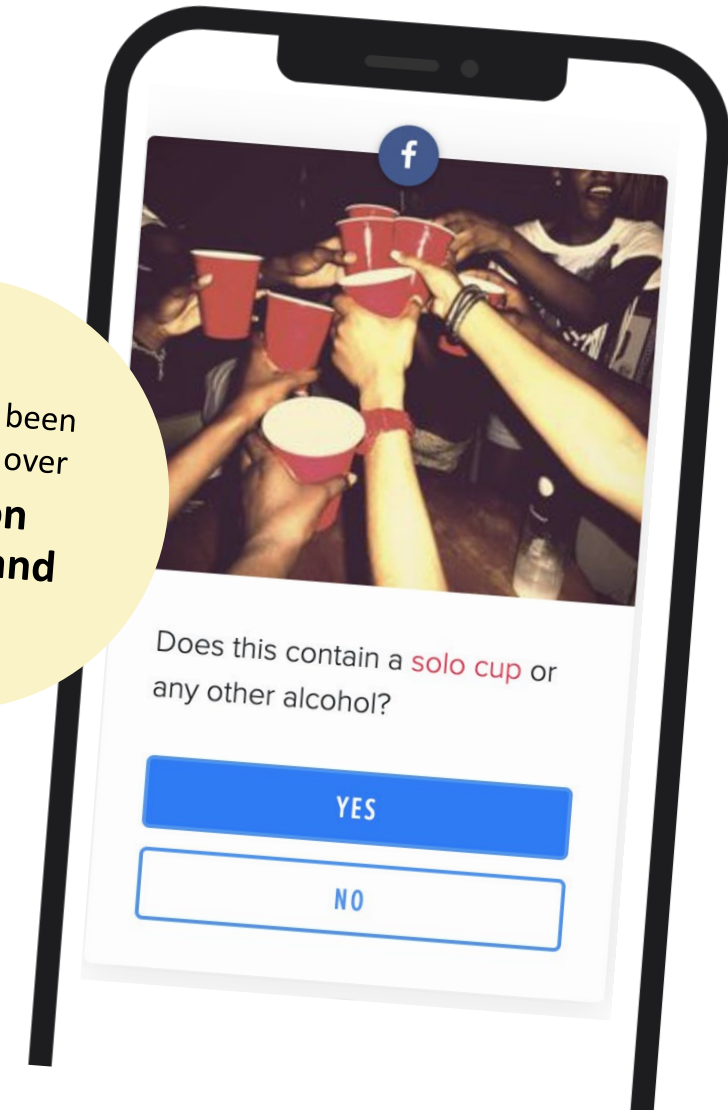
Social Media Scan	Scans social media for content that could damage online reputations and helps members find and delete risky social media posts that could put your online reputation at risk.
Reputation Score	Scores existing online reputations and provides actionable recommendations.
Google Search	Scans Google search results for exposed results that may damage a member's reputation and provides a custom plan to improve the member's online presence.
Personal Brand Builder	Helps members improve their personal brand through a tailored action plan, including how to build out a LinkedIn profile that ranks well in search engines.
Data Broker Site Management	IDShield's Privacy Check provides a scan every 90 days of top data broker sites for participants' personal information, including their name, address and phone number. Participants will be sent alerts if any information is found and will have the ability to review and the option to remove this information.

Reputation Management

This unique service scans social media accounts and top Google search results for online content that could damage reputations.



Our AI has been trained by over
1 Billion
Images and
Posts

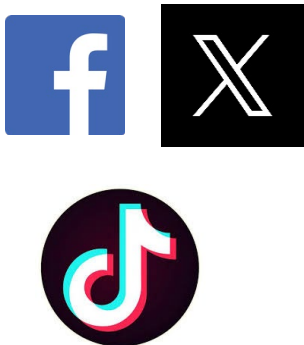


Reputation Management Account Scan

Here's how it works:

Connect

IDShield member authorizes social media connection



Analyze

The tool uses AI text and photo analysis to scan and review historical social posts

 Tweet possibly contains profanity, has possibly toxic content.

 This image contains alcohol



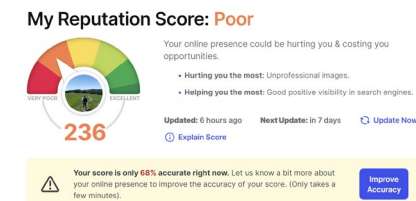
Action

Members review flagged content and can choose to remove content from their social media accounts.

Note: This is a manual removal and is not automatic.

Score

A score is calculated based on flagged content and actions taken



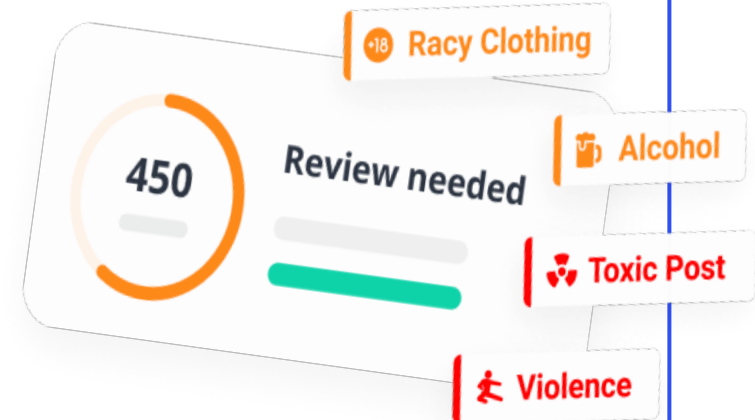
Profiles are rescanned on-demand

Reputation Management - Persona Score

What We Look For

- Photos & Videos
- Alcohol, drugs, & related paraphernalia
 - Lewd or inappropriate gestures
 - Weapons
 - Sexually explicit content

- Text Posts
- Profanity, swears or unprofessional language
 - Derogatory or offensive language
 - Mentions of alcohol and drugs
 - Sexually explicit language
 - Bullying or aggressive language
 - Criminal behavior
 - Plus, a machine learning algorithm that is designed to find posts that could be considered inappropriate but may not fall under the other categories



Reputation Management - Social Media Scan

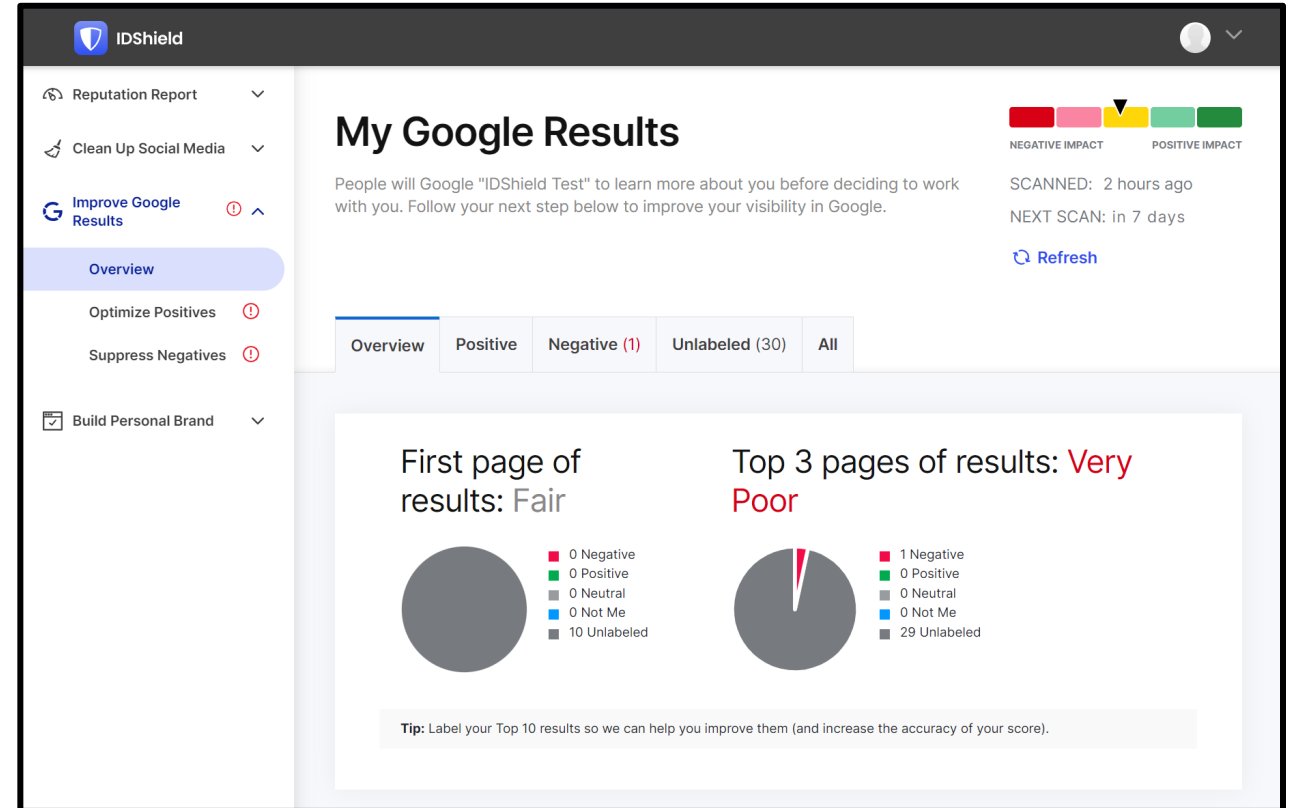
Our Reputation Management feature scans participants' posts (written text & images) and alerts them if damaging content is found.

Social Media Platform	Content Types Reviewed	Posts Reviewed	Rescan
	• Images • Text	• Posts made by the member • Images uploaded by the member • Does not scan for images posted by another user • Does not include 3rd party-generated content posted to the members' walls.	• Automatically scans every 7 days or on demand • Member needs to reauthorize account connected after 60 days
	• Images • Text	• Posts made by the member • Does not include retweets made by the member of others' posts	• Automatically scans every 7 days or on demand
	• Thumbnail image in video	• Posts made by the member	• Automatically scans every 7 days or on demand

Reputation Management – Google Search

IDShield's Google Results optimizer allows members to....

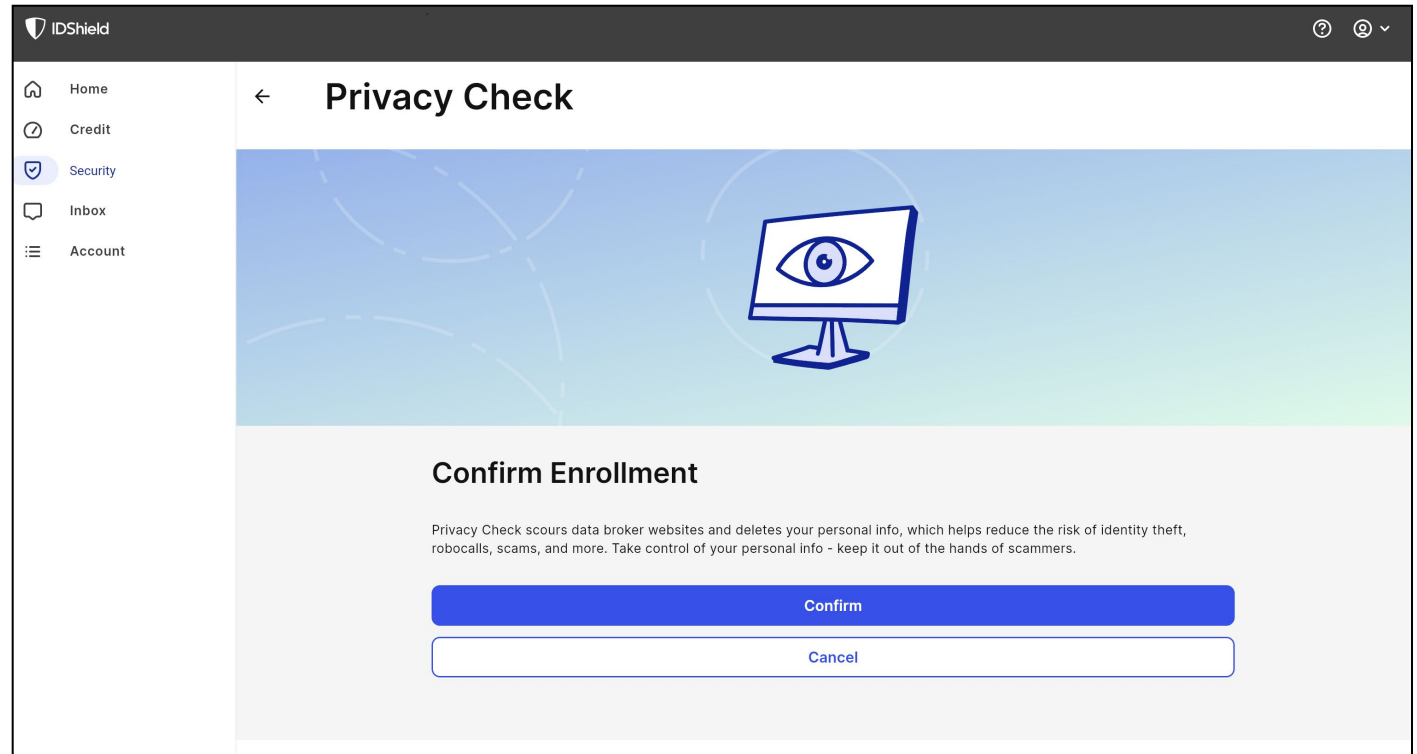
- ✓ See and optimize their positive results and suppress their negative results
- ✓ Have their social media profiles and Google results scanned on an automatic cadence
- ✓ Receive guidance on optimizing their 1st, 2nd and 3rd page of Google results to reflect positively



Privacy Check- Data Broker Management

Helps minimize identity theft and data breaches by deleting private information from data broker websites.

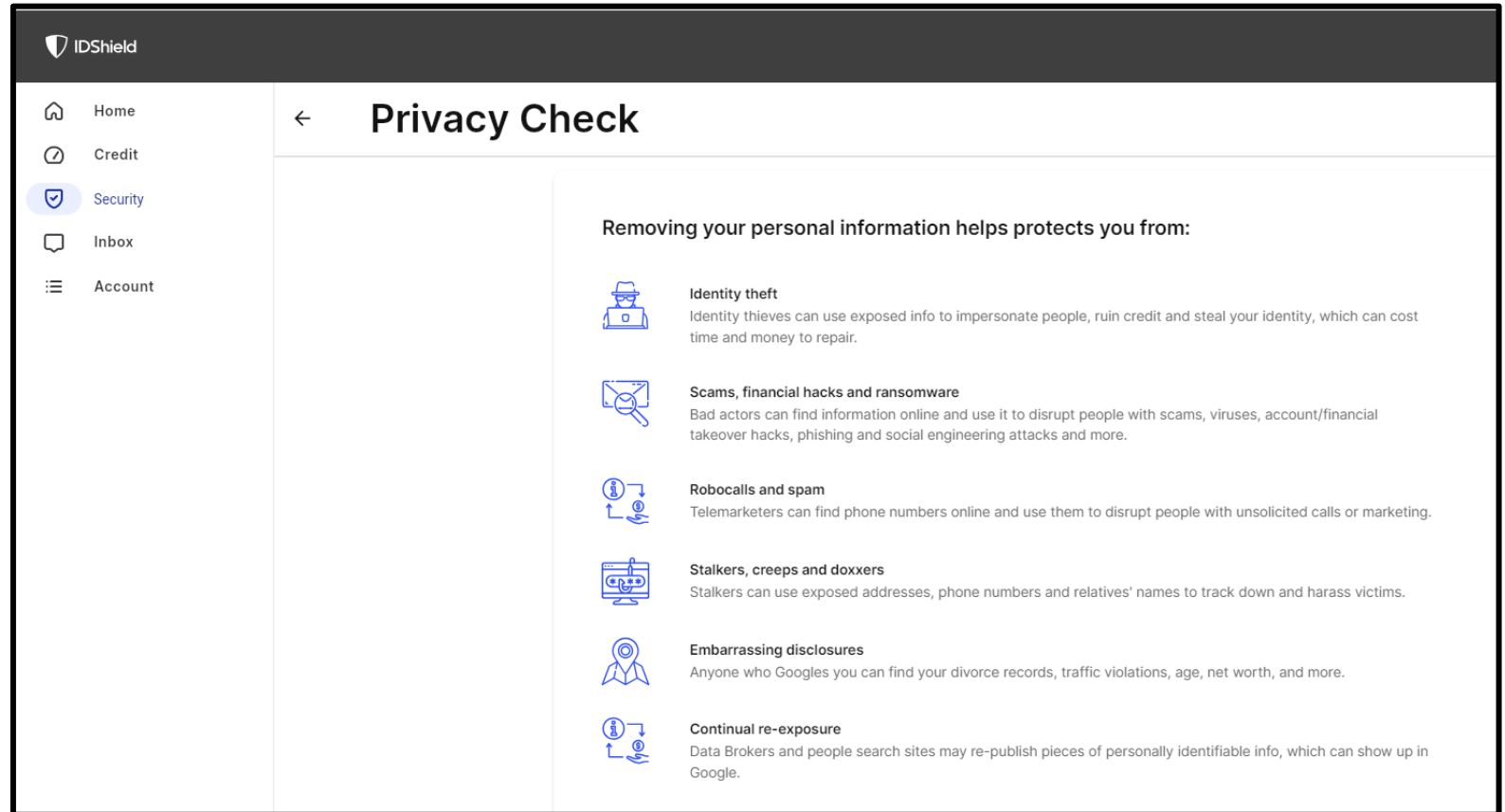
- ✓ Data broker websites collect and sell online data to other companies.
- ✓ Deleting information from these sites helps reduce the risk of identity theft, robocalls and scams.
- ✓ Privacy Check scours data broker websites to find and delete personal information.



Privacy Check- Data Broker Management

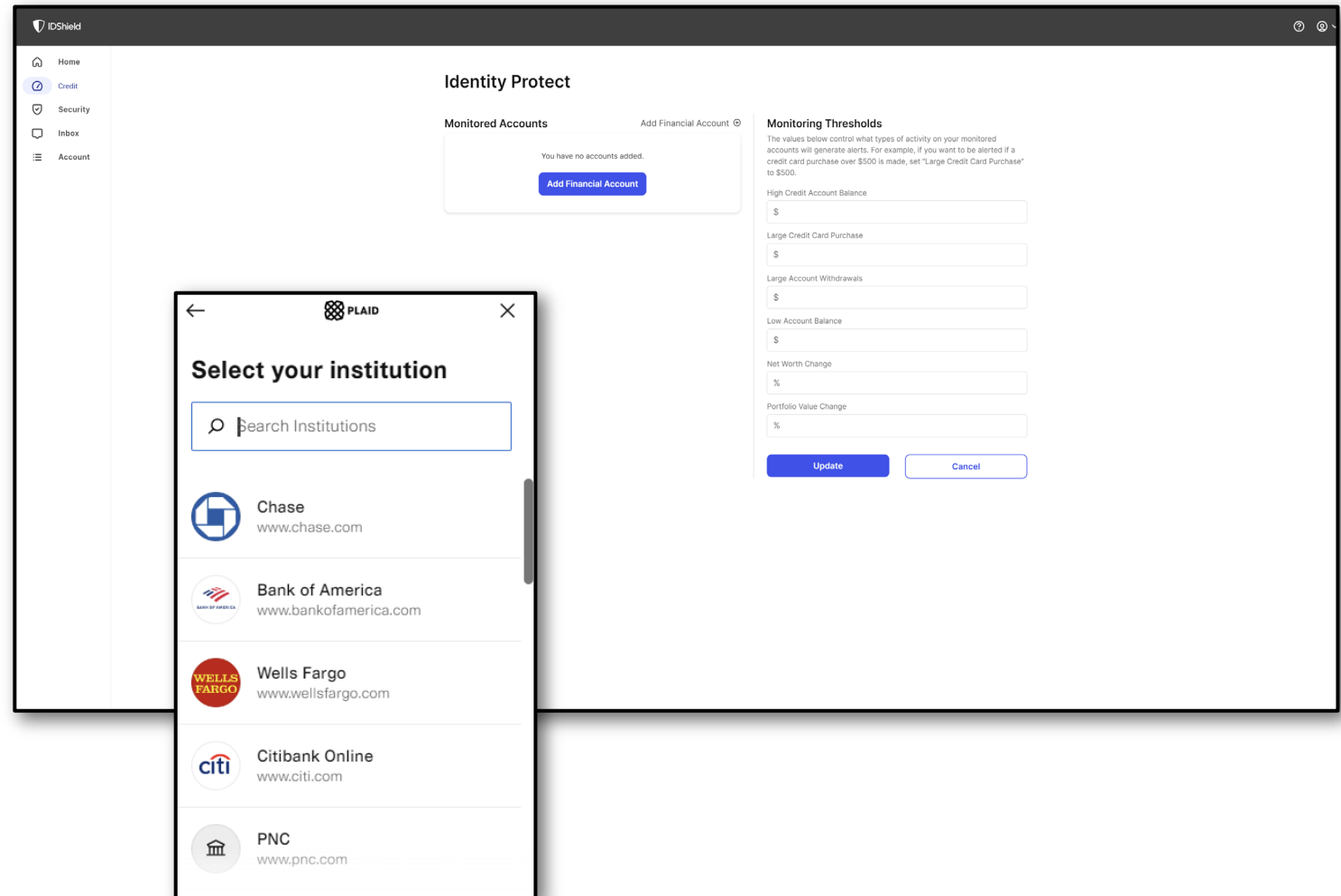
Feature Overview

- ✓ Scans top data broker sites every 90 days for personal information, including name, address and phone number.
- ✓ Participants can review this information and choose to remove it which helps reduce solicitation. (Removal can take up to 45 days.)
- ✓ Alerts are available



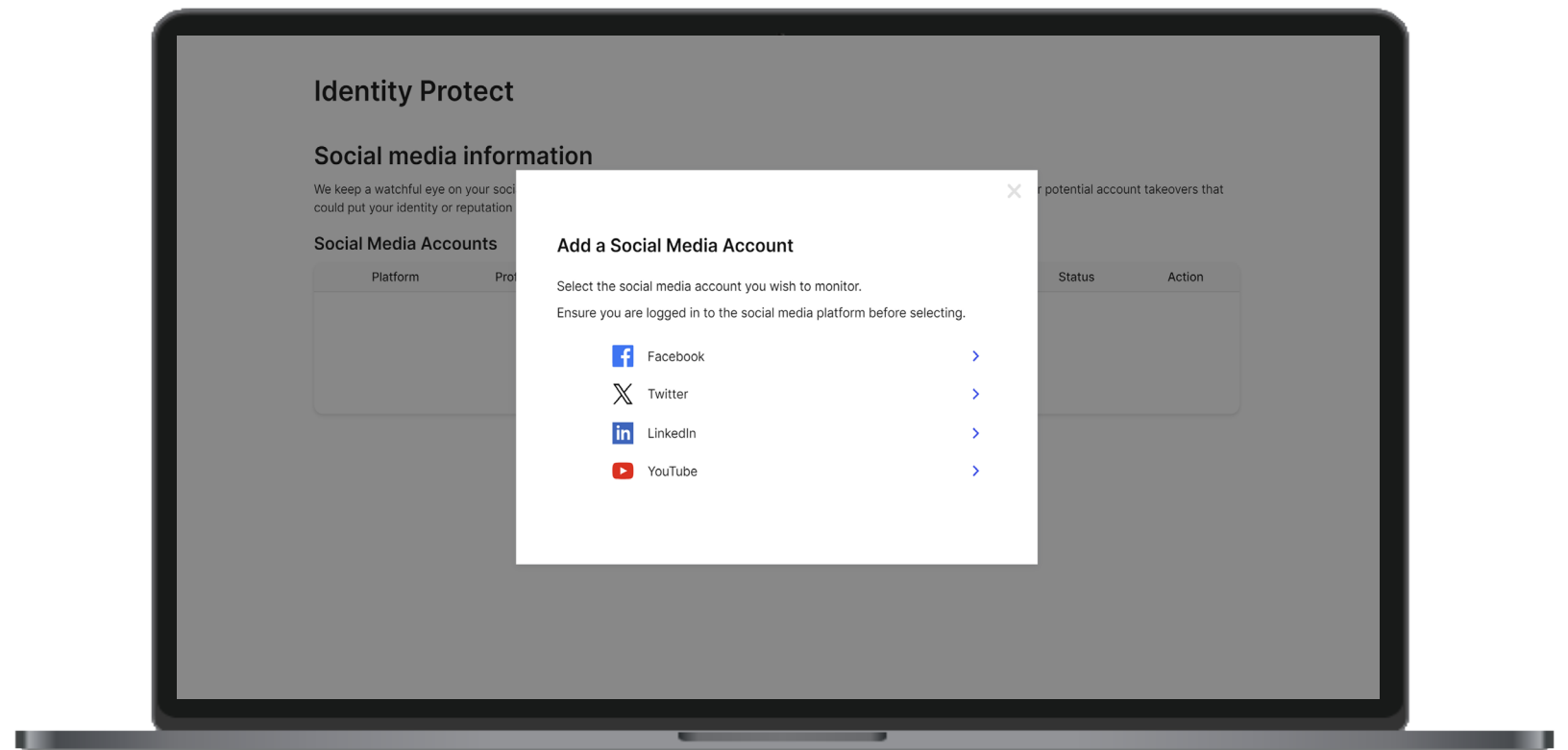
Financial Account Monitoring

- ✓ Set personal thresholds on financial accounts for withdrawals, balance transfers and large purchases
- ✓ Receive alerts if a transaction is made outside of the thresholds they defined.
- ✓ Accounts monitored include checking savings, 401k accounts, loans and more.



Social Media Monitoring

Social Media Monitoring scans newly posted content on Facebook, X (formerly Twitter), LinkedIn, and YouTube looking for fraud, hacks, credentials, profanity and harsh language.

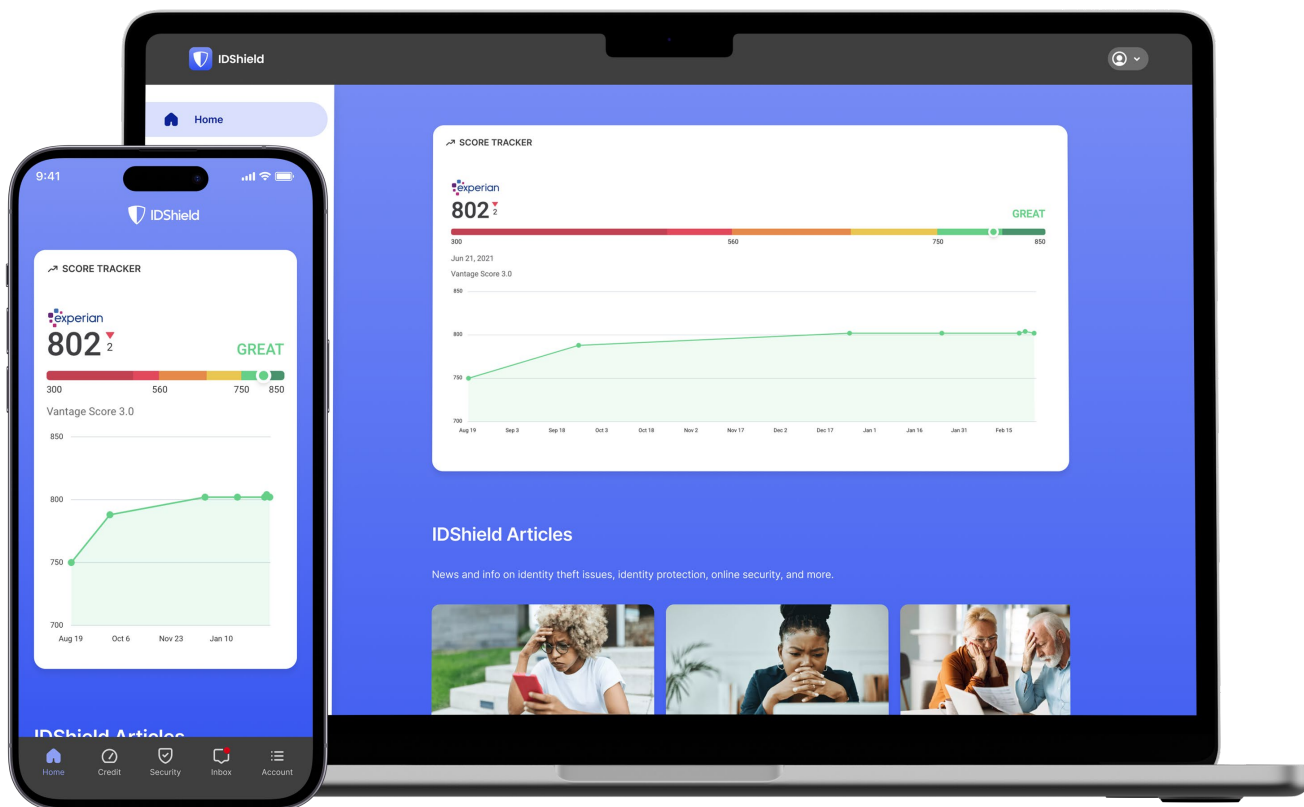


Additional Monitoring

Address Change Verification	Court Records Monitoring	High Risk Applications Monitoring	Sub-Prime Loan Monitoring
Screens the United States Postal Service (USPS) address history through the National Change of Address database.	Searches court records associated with the member's name, SSN and Date-of-Birth to determine if their information has been associated with a criminal act.	Monitors for new account application data tied to high-risk transactions such as opening a new bank account or large money transfers.	Sub-prime monitoring searches transaction data for rent-to-own, buy-here pay-here auto dealers, title pawn and sub-prime loan applications.
Public Records Monitoring	Sex Offender Monitoring	Child Monitoring (Family Plan)	Telecom Monitoring
Screens over 78 billion public records from 10,000+ diverse sources, comprising public, private, regulated, emerging and derived data; covering more than 283 Million U.S. Consumer identities.	Monitors member's data to identify if it is fraudulently associated with a sex offender registry. Also reports on registered sex offenders within the member's geographic area.	Monitors a child's Social Security Number to track if it is associated with any new names, credit inquiries or addresses.	Monitors phone number history associated with an individual and any phone number changes with a database of more than 1.2 billion landlines. This assures participants that their phone numbers are not being redirected.

Alerts

- ✓ Email
- ✓ Push Notification
- ✓ Text Alerts



Hello

Please log in to your IDShield account to view your new
Credit Monitoring Alert(s).

Fraud Statement
Collection Change

[Log In Now](#)

If you have any questions please contact Customer Care at
memberservices@idshield.com or call (888) 494-8519 , 7
a.m. to 7 p.m. CT, Monday-Friday.

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and [Terms of Service](#).

We continue to build our digital footprint every day

- Think for a moment about your own digital footprint...
- Have you logged in to one or more of these apps
 - this month?
 - this week?
 - today?
 - right now?



Consultation Services

You don't have to be a victim of identity theft to need help.

Sometimes you just need to be heard and advised.

IDShield identity theft specialists provide consultation on an unlimited number of identity related issues or concerns.

- Ordering credit reports
- Credit inquiries, disputes and concerns
- Identity theft questions
- Consumer rights laws
- Best practices to protect PII
- Email scam protection
- Information on current identity fraud issues
- Best practices for financial transactions
- Data breach information and safeguards
- Lost or stolen wallet assistance
- Medical and minor identity theft information
- And much, much more!

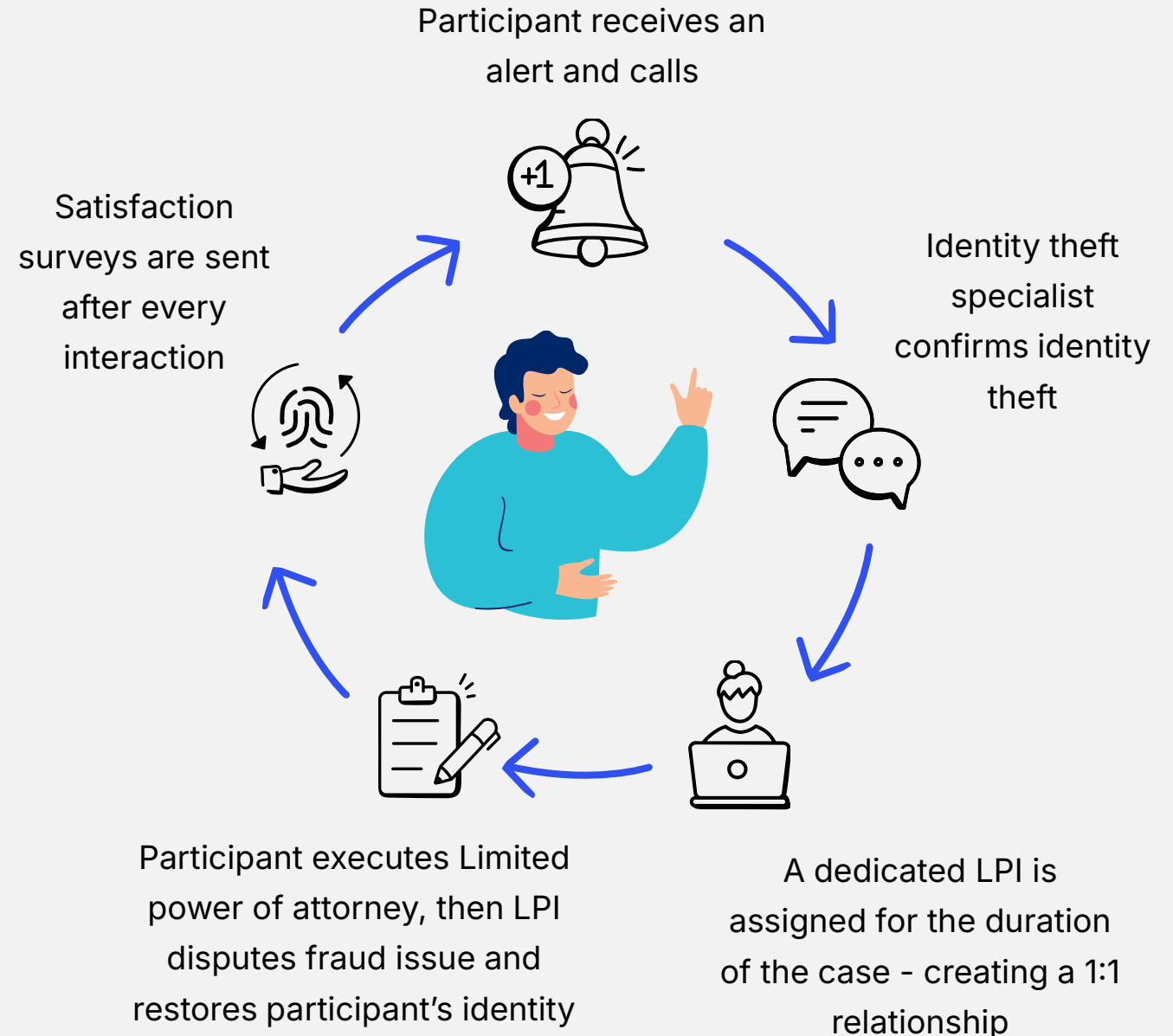
Full-Service Restoration

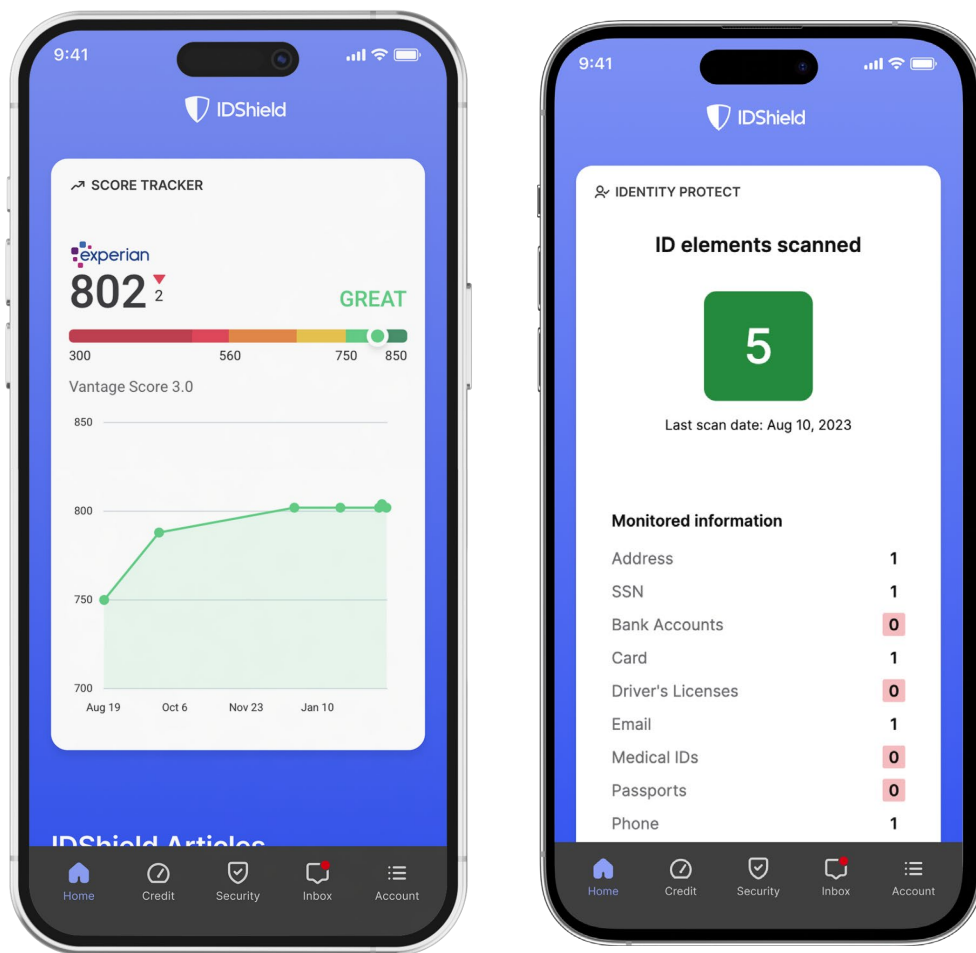
The average time it takes IDShield to resolve 96% of identity theft issues is 2 hours

with the remaining cases taking an average of 24 days.

IDShield Licensed Private Investigator Certifications:

- Certified Identity Theft Risk Management Specialist
- Fair Credit Reporting Act Certified (FCRA)
- Certified Identity Theft Risk Management Specialist (CITRMS)
- Certified Credit Scoring specialist (CCSS)
- Certified Credit Report Reviewer (CCRR)





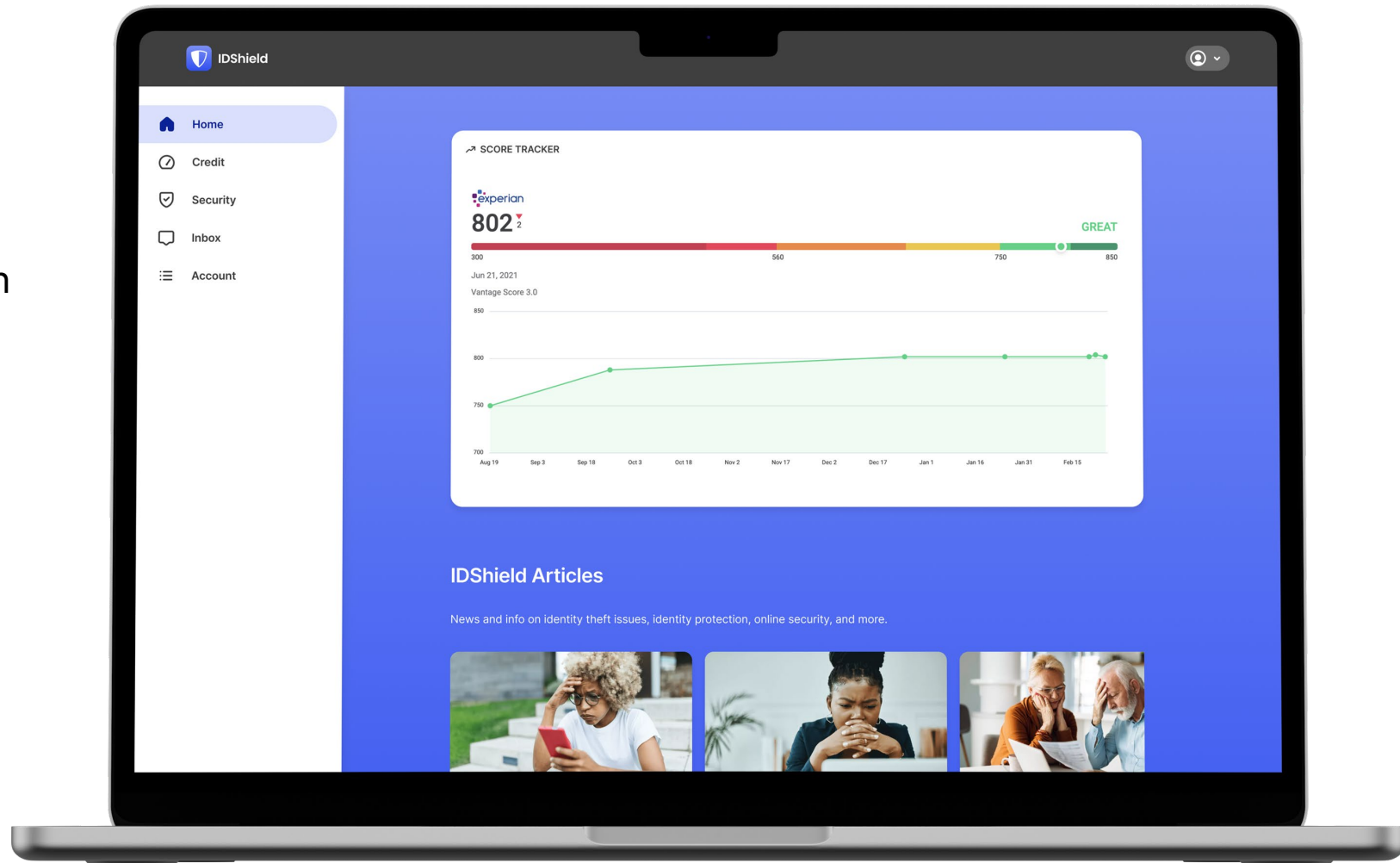
The IDShield Mobile App

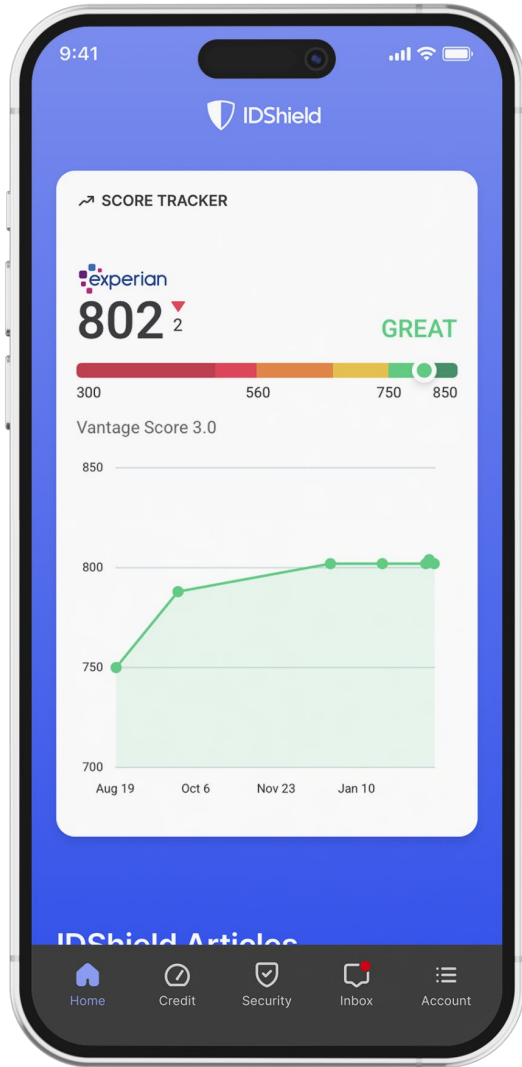
A shield in the palm of your hand

- ✓ Receive real-time Identity threat and credit inquiry alerts.
- ✓ Credit score tracker—updated monthly.
- ✓ Direct access to an identity theft specialist.
- ✓ 24/7 emergency access.
- ✓ Track and edit monitored information.
- ✓ And more!

IDShield Member Portal

- ✓ Access account information
- ✓ Add/update monitored information
- ✓ Add/update dependent information
- ✓ Review alerts
- ✓ Track credit score
- ✓ And more!





Comprehensive Restoration

\$3 Million Identity Fraud Protection Plan

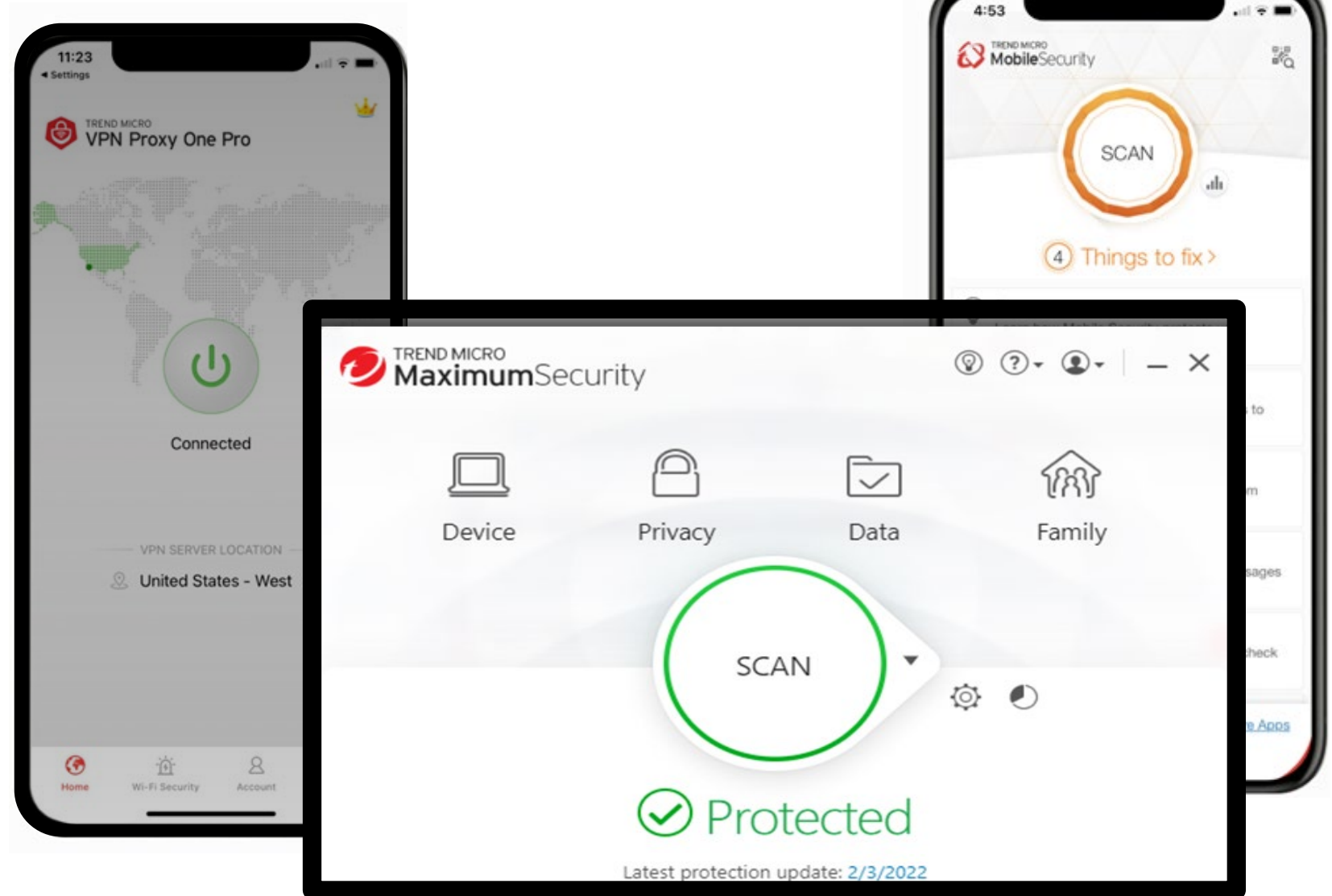


Licensed Private Investigators will:

- Do whatever it takes.
- Work as long as it takes.
- Restore identity to its pre-theft status.

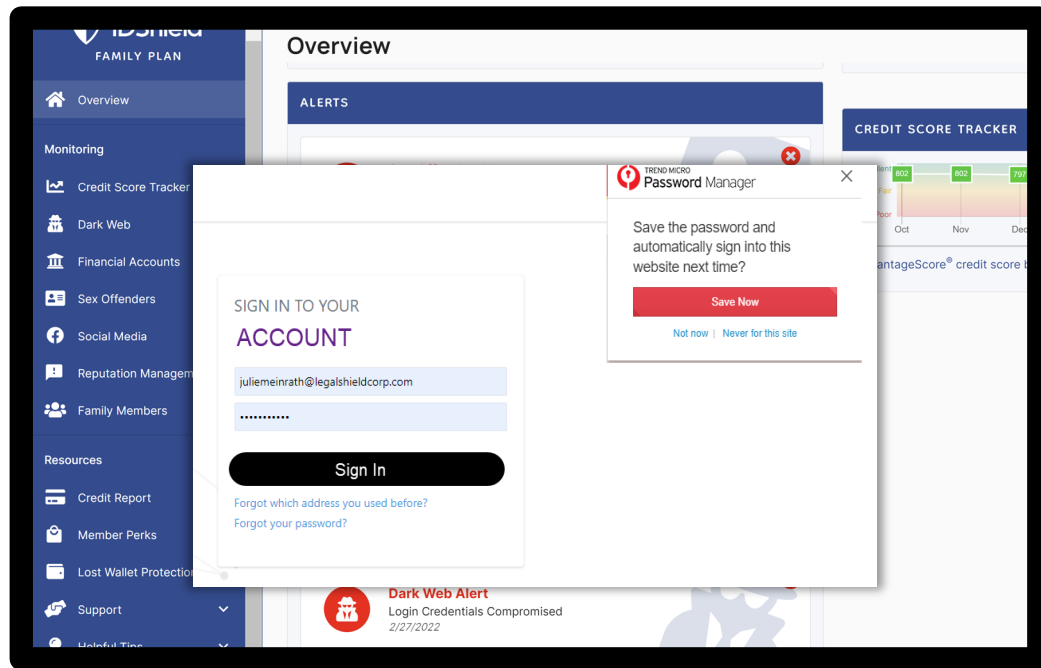
Anti-Malware and Device Protection

- ✓ Multi-Device Protection
- ✓ VPN
- ✓ Password Manager
- ✓ Mobile Security
- ✓ Online Parental Controls
- ✓ Web Filters/Ad Blockers

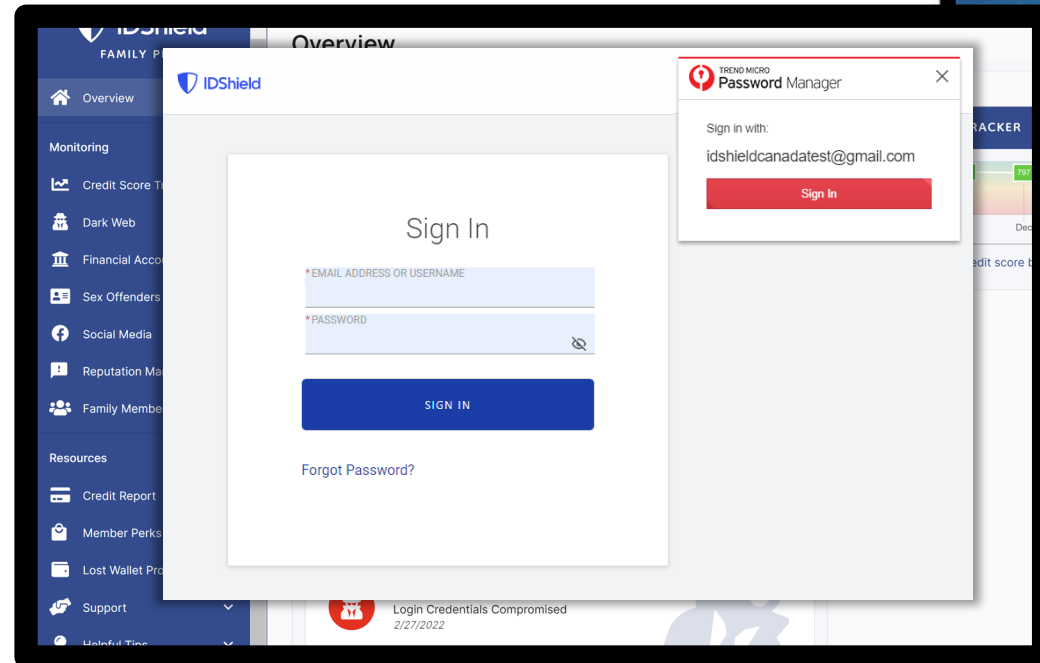


Password Manager

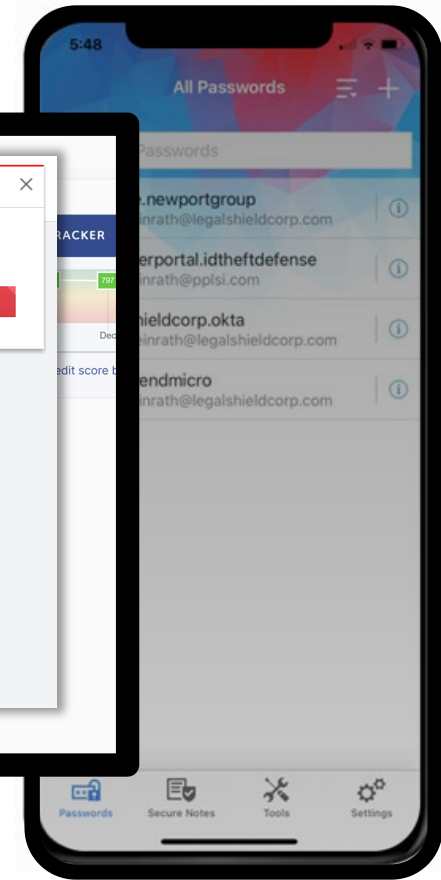
Easily Captures Your Password



Remembers your Credentials



Shares Across Devices



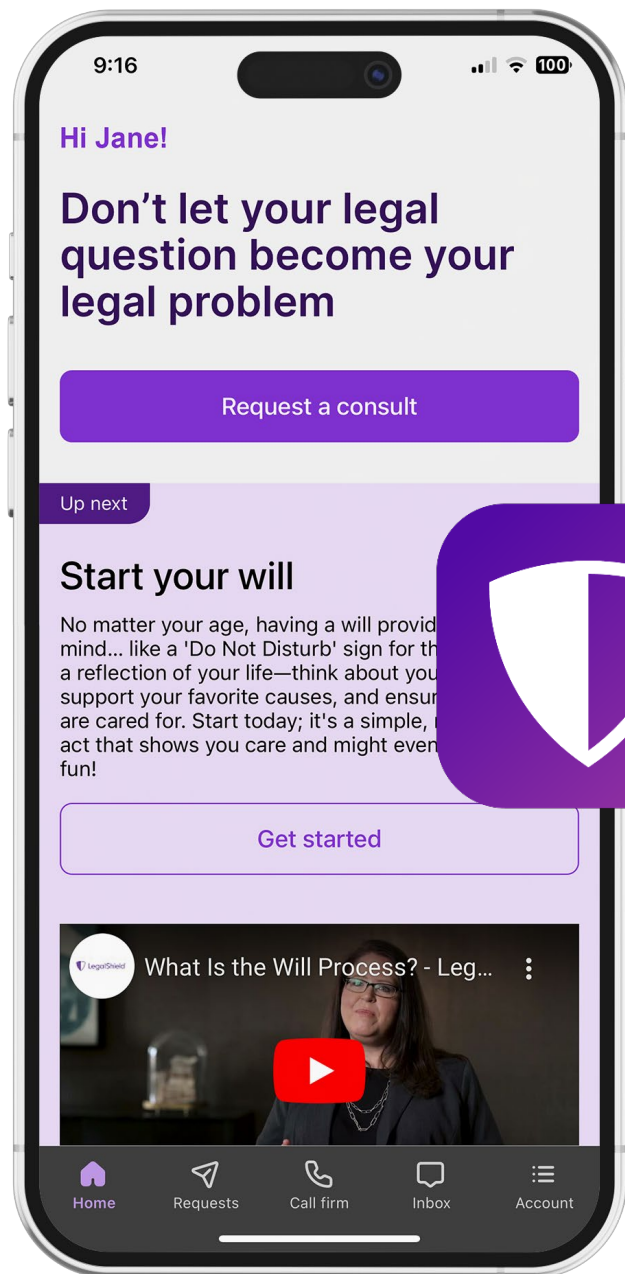


Family Coverage Available

Who's Covered

- The member
- The member's spouse
- Dependents up to the age 26*
- Individual coverage is also available for IDShield

* With IDShield, dependents who fall into the category of ages, 18-26 will receive unlimited consultation and complete restoration by licensed private investigators. Note that monitoring is not available for dependents in this category.



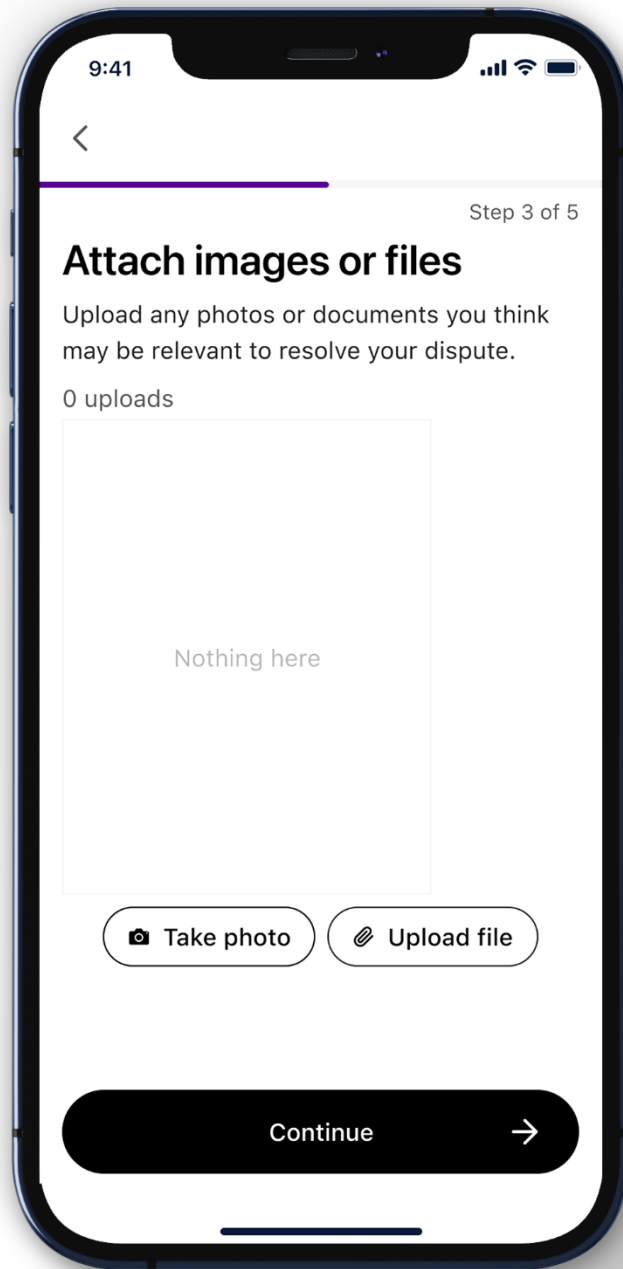
Select Plus Plan

Tap. Call. Equal Access.

- User-Friendly Features:

- ✓ Request a consultation directly through the app.
- ✓ No phone tag with your lawyer. Members can provide their best contact methods, directly from the mobile app.
- ✓ Schedule your consultation or receive a call back ASAP (within 1 business day).
- ✓ Easily upload documents to support your request.
- ✓ Fast sign-in with Apple, Facebook or Google.

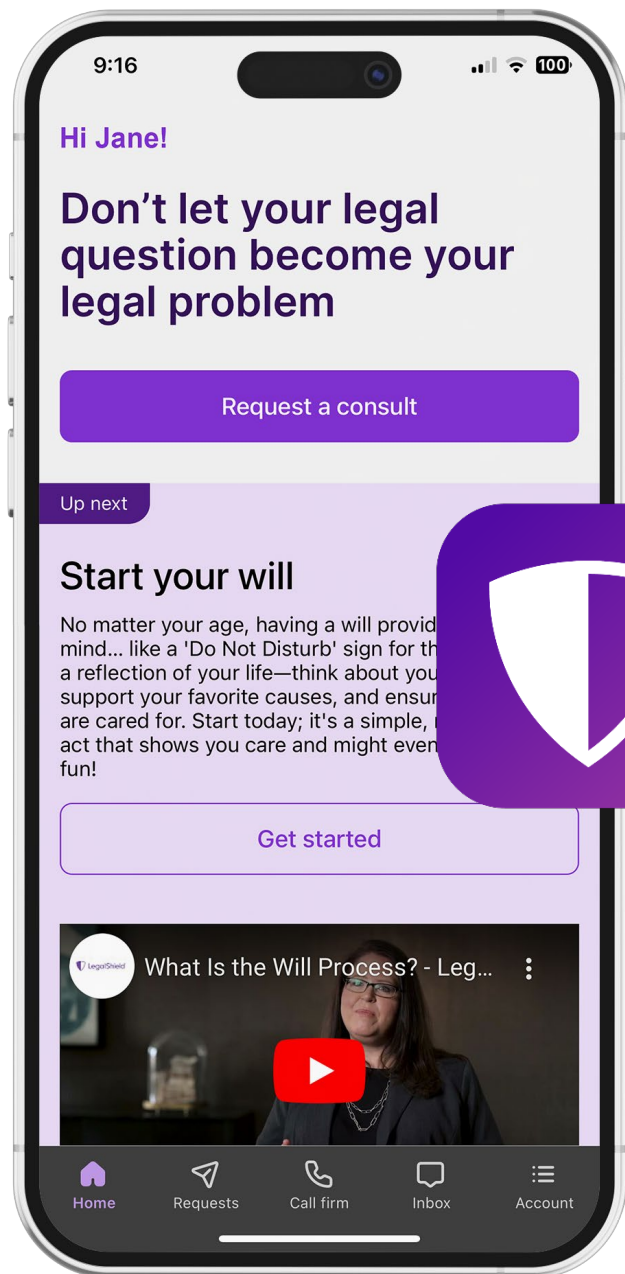
This is a general overview of the legal plan coverage available from PPLSI for illustration purposes only. See a plan contract for specific state, province or territory of residence for complete terms, coverage, amounts and conditions. The LegalShield & IDShield apps are available for download at no cost. Some services require an active membership to be accessed.



Tap. Snap. Send.

- Simple document upload through our secure app

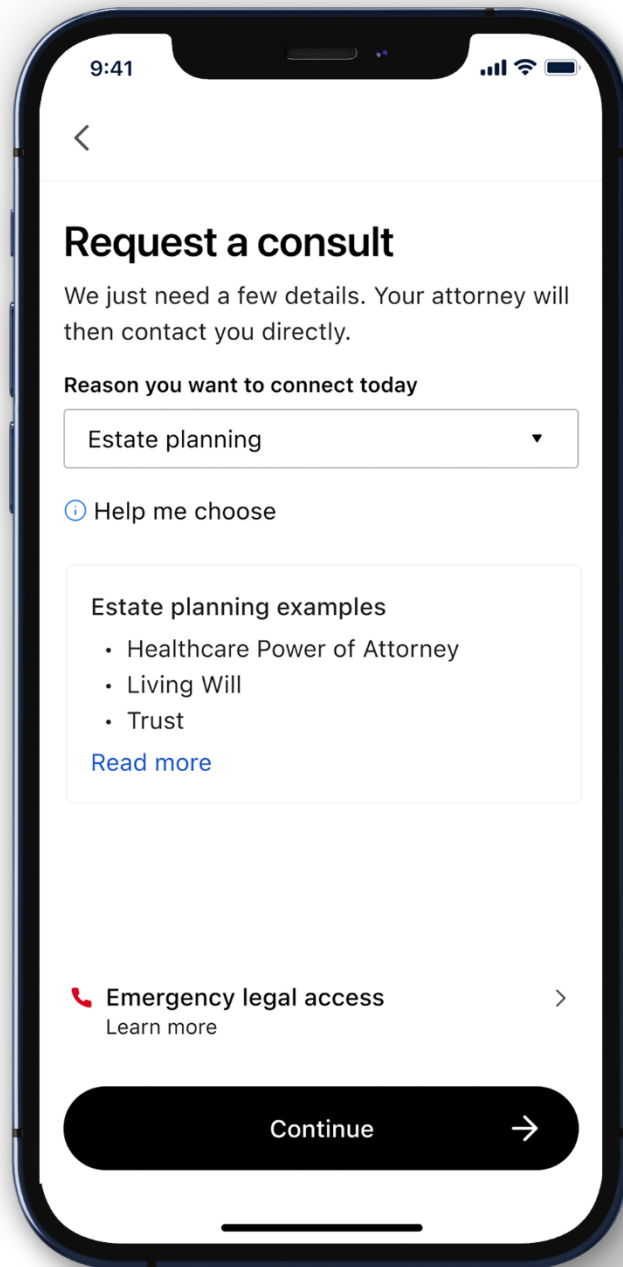
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Tap. Call. Equal Access.

- Personal Legal Advice
 - ✓ Unlimited number of issues
- Letters/Calls Made on Your Behalf
- Contracts/Documents Reviewed
 - ✓ Up to 15 pages each

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Tap. Download. Complete.

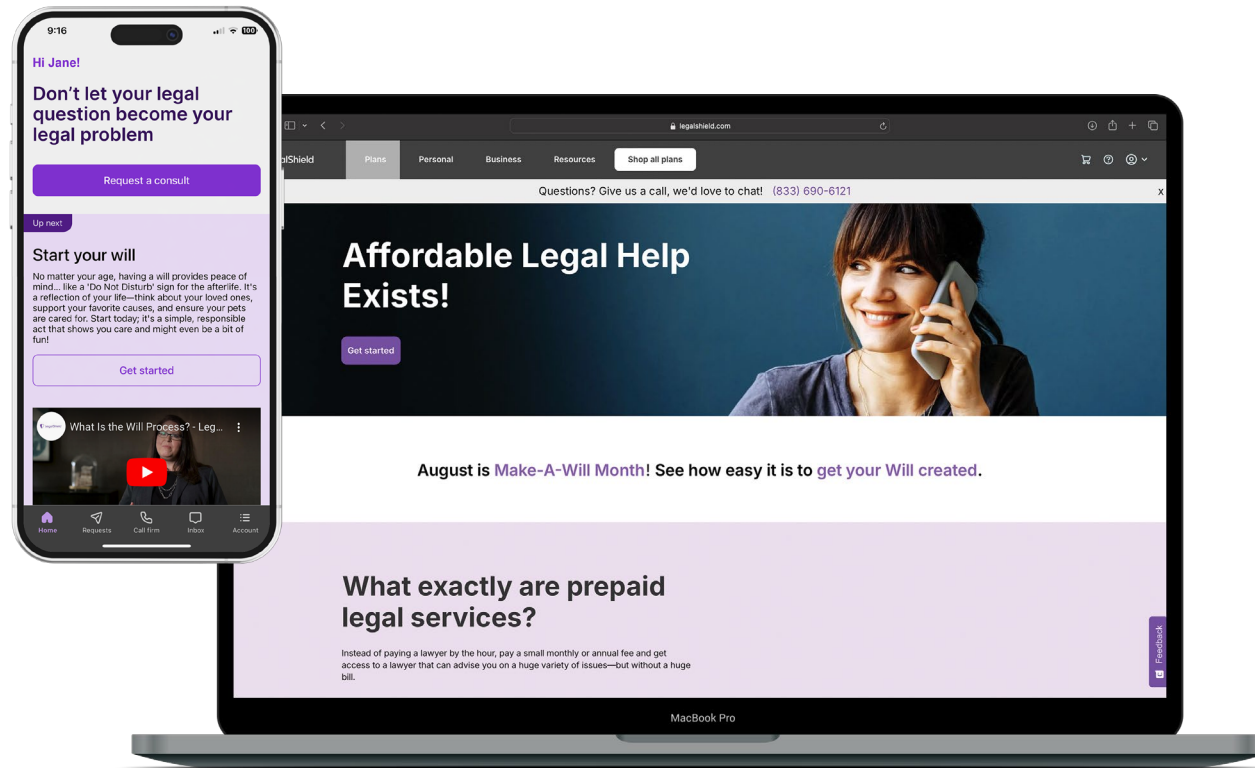
- Lawyers prepare your:
 - ✓ Will
 - ✓ Living Will
 - ✓ Financial/Health Care Power of Attorney

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Digital Guided Will Questionnaire

Members can open a Will intake directly from the app or web portal.

This easy-to-use step-by-step process allows members to provide the information needed to complete their Will and offers simple explanations on common areas where they may get stuck.

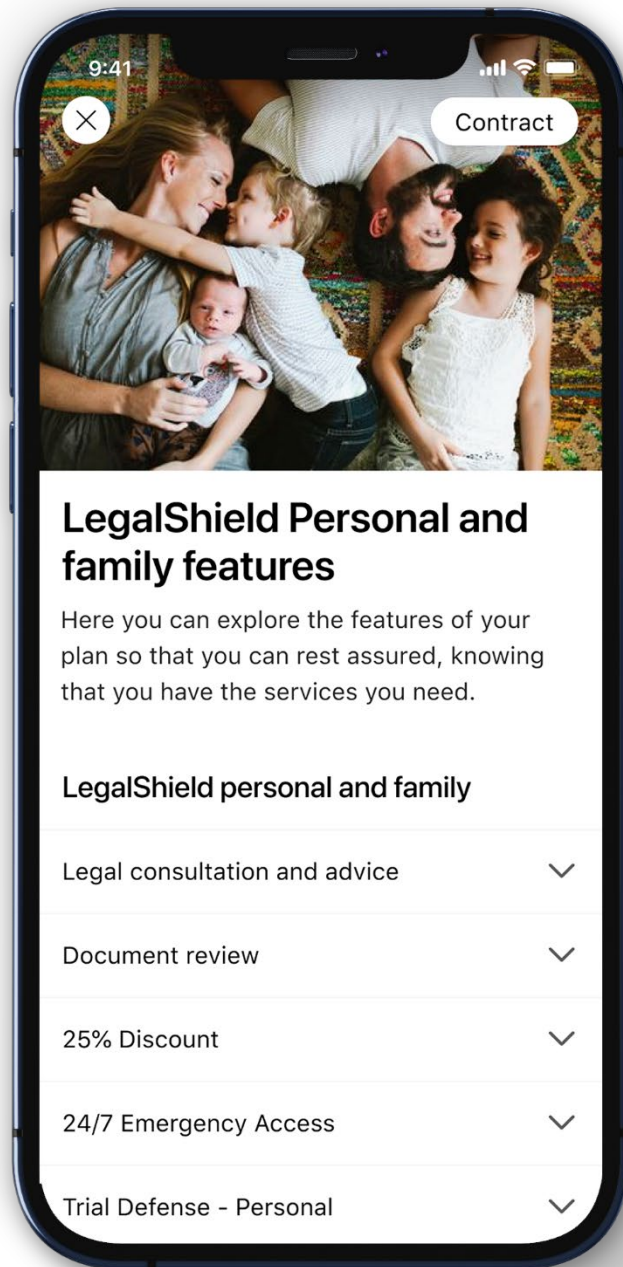


Key Benefits:

- Members are automatically prompted to **create** or **update** their Will directly from the LegalShield app.
- Upload documents directly in the questionnaire as they go along.
- Go at their own pace. The questionnaire saves their place if they need to step away.
- Submit the questionnaire directly through their app instead of emailing a document to the firm.
- Allows the freedom and flexibility to work from any device.

Note: A fillable PDF of the Will Questionnaire will still be available to those members who wish to use it. The Provider Lawyer will send the Will Questionnaire to the member if requested.

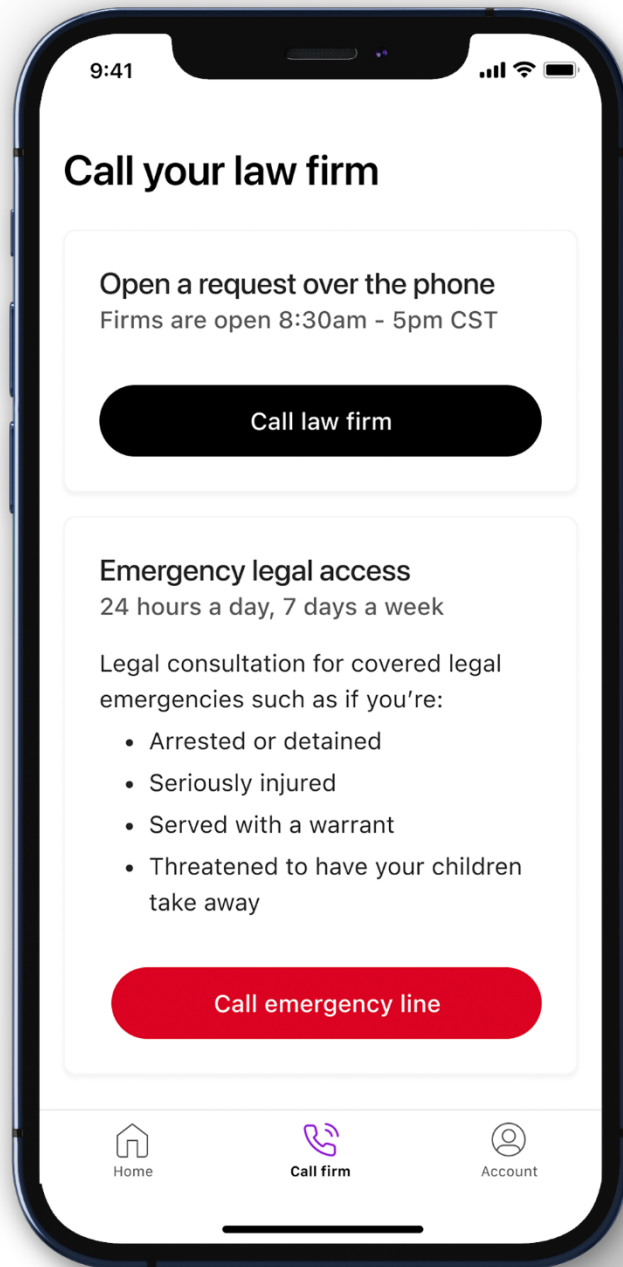
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Tap. Call. Equal Access.

- IRS Audit Assistance
- Civil Trial Defense
 - ✓ For covered situations (Pre-Trial/Trial)
- Family/Domestic Services
 - ✓ Uncontested: divorce, adoption, separation, name change (see proposal for details)

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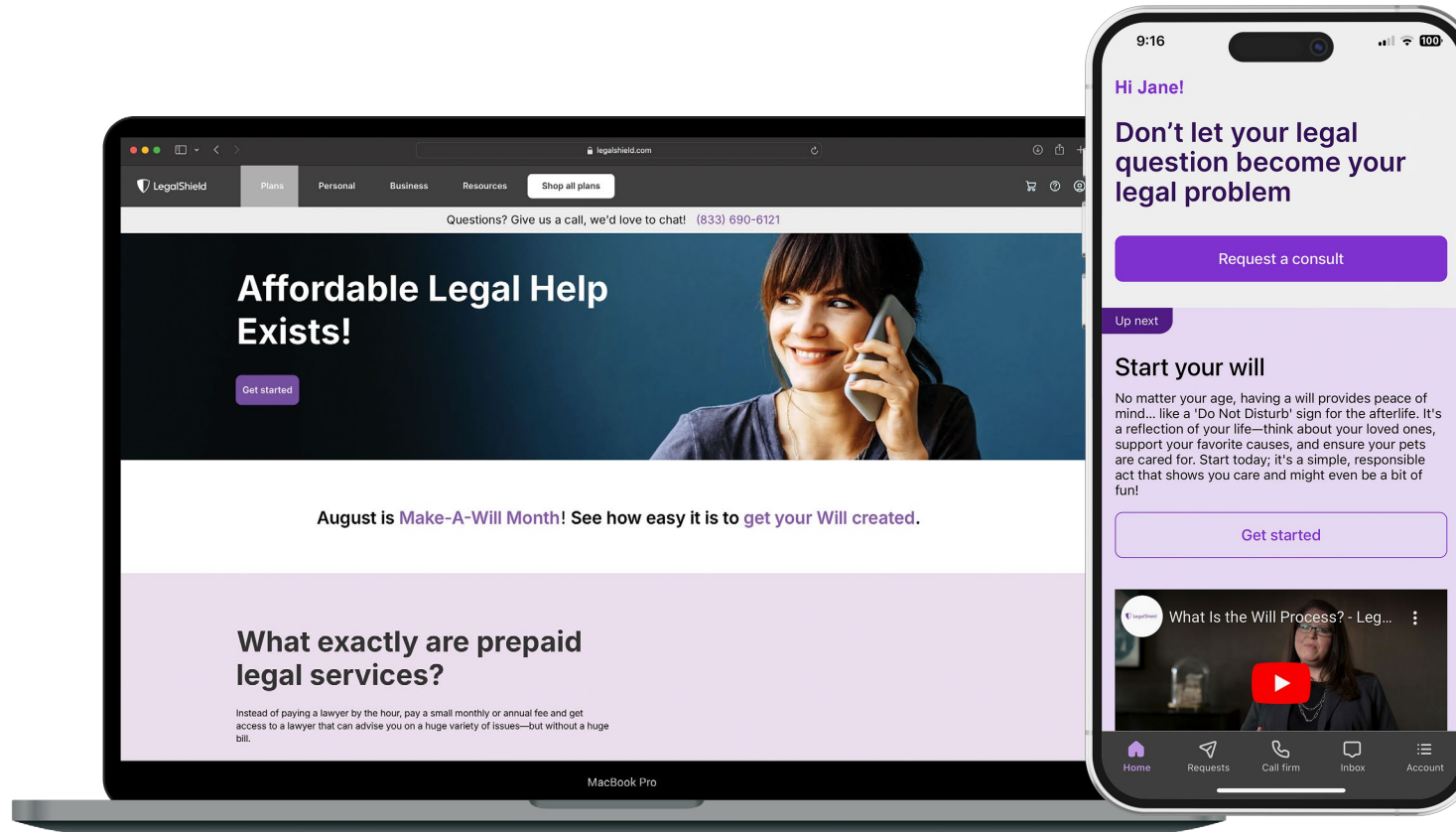
Tap. Call. Emergency Access.

- 24/7 Emergency Access for Covered Situations
- 25% Preferred Member Discount

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LegalShield Portal

LegalShield Members enjoy an online experience that mirrors our enhanced mobile app, making it even easier and faster to connect to a reputable lawyer and share documentation and photos to support case initiation.



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Gun Owner Supplement

24/7 50 State Coverage for Employee & Spouse

Advice and Consultation

- ✓ Gun owner rights
- ✓ Carry and license requirements
- ✓ Advice on where carrying your concealed firearm is allowed
- ✓ Advice on where carrying your firearm is openly allowed
- ✓ Recent changes in gun laws

Trial Defense for Gun Related Matters

- ✓ Defense of covered civil and criminal lawsuits filed in state or federal court
- ✓ 60 total hours for covered lawsuits (20 hours pre-trial and 40 hours trial per plan year)

24/7 Emergency Access

To a lawyer that can guide you and ensure your rights are protected

NFA Gun Trust

Downloading a generic NFA Gun Trust from the internet is risky. Many online forms have been deemed invalid by courts. To make sure your trust meets all relevant legal requirements, you should have a lawyer create the document the right way. Our Gun Owners Supplement includes one NFA Gun Trust prepared by an experienced lawyer for a flat fee of \$250.

If you own National Firearms Act (NFA) Firearms, you should have an NFA Gun Trust.

An NFA Gun Trust has three main benefits:

1. Eliminates the need for Chief Law Enforcement Officer (CLEO) approval to own a Title II firearm
2. Eliminates the need for fingerprints or photographs to be on file
3. You can include additional members in the trust so they can legally use the regulated firearm

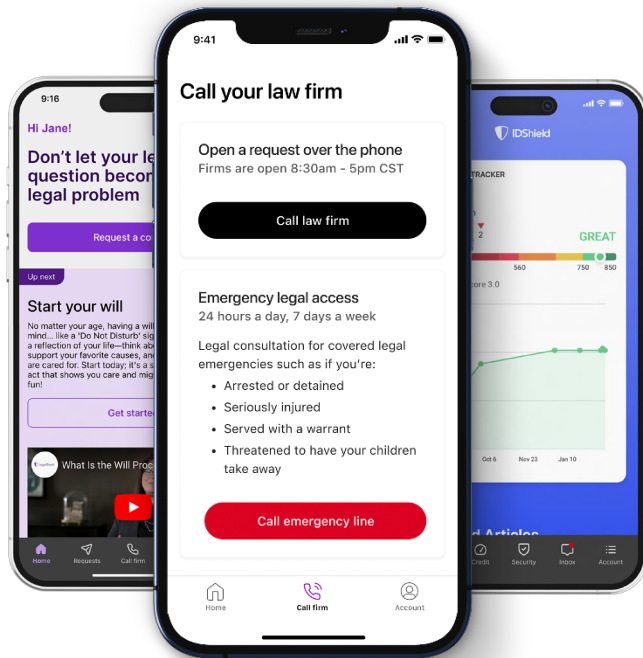
25% Discount

You are entitled to a 25% discount off the provider lawyer's standard hourly rate for additional trial defense services and/or grand jury investigations, related to a covered firearm incident.

Credit Counseling and Education

Dual LegalShield and **IDShield** Members receive the additional benefit of Credit Counseling and Education.

- **Advice** on managing your finances to maintain or develop healthy credit.
- Your **LegalShield Law Firm** will advocate for you in the complicated world of credit matters, including sending a letter to the credit bureaus on your behalf when a bona fide error is found on your credit report.
- The **Dual LegalShield** and **IDShield** Plan will give you peace of mind with full support for all credit-related matters.





LegalShield + IDShield Dual Plan

Credit Counseling and Education



Receive counseling on:

- Debt management
- Financial budgeting
- Actions that impact your credit rating
- Identity Theft Risk Management
- Reducing exposure to identity theft
- How new credit report entries can impact credit ratings
- How credit scores influence loans and interest rates
- Causes of credit score changes
- How collections and inquiries affect credit reports
- Reviewing suspicious activity
- How to build credit
- Home buying coaching
- Mortgage Risks and Education
- Creating a Budget
- Spending Habits
- How debt settlement affects credit score
- Understanding credit card APR

Please note: The Credit Counseling and Education feature is for Dual Plans only.



Family Coverage Available

Who's Covered

- The member
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- Dependents up to the age 26*
- Individual coverage is also available for IDShield

* With IDShield, dependents who fall into the category of ages, 18-26 will receive unlimited consultation and complete restoration by licensed private investigators. Note that monitoring is not available for dependents in this category.



LegalShield™

MEMBERPerks

Access to over 400 companies.

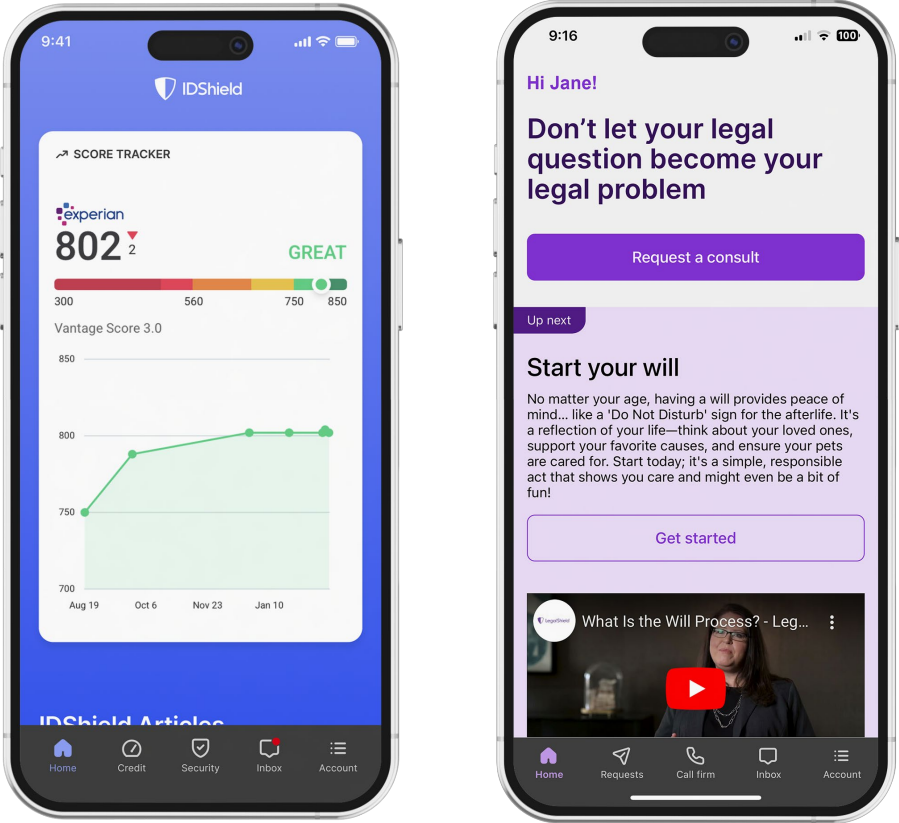
The average monthly savings is \$49!



Group MEMBERPerks can be found via direct link at: <https://legalshield.perkspot.com/login>

These benefits are for LegalShield and IDShield members. All offers or promotions are subject to change without notice.

You can find more details about the LegalShield, IDShield, and Gun Owners benefits, along with other great resources at shieldbenefits.com/yourgroup





Alicia Ward

Carrier Representative



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