

Data breaches and identity theft in the education industry

Why is the education industry targeted?

- Educational institutions store a tremendous amount of personal, financial, and medical data on each employee, student and faculty member — creating a treasure trove of data for criminals
- Cybercriminals stealing credentials could gain access to thousands of student and employee records
- In addition to being targeted by for-profit hackers, cyber-espionage can also be a threat for institutions engaging in cutting-edge research

Must-know data breach statistics for the education industry

382

security incidents occurred in 2018¹

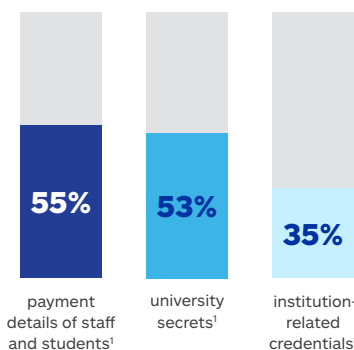
99

confirmed data breaches occurred in 2018¹

80%

of attacks appear to have financial motivations, but cyber-espionage remains a persistent problem, particularly for research institutions¹

Security incidents in 2019: what data was exposed?

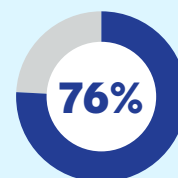


Take a closer look at some recent industry breaches

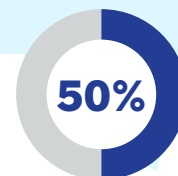
- In 2019, Georgia Tech announced that it experienced a data breach exposing the personal information of 1.3 million former and current students, faculty, staff and student applicants²
- Educational software company Pearson experienced a breach in 2018, exposing more than 13,000 school accounts, each containing the personal information of up to thousands of students³
- In 2018, the FBI issued a public service announcement about cybercriminals targeting online payroll accounts, pointing out the education industry as one of the most vulnerable sectors⁴

Protect your students, protect your institution

Empower your students with the protection they're looking for. High quality, valuable privacy protection improves public perception and trust. Plus, it may reduce the probability of litigation for your institution and increase security awareness and safety for your employees.



76%
of Americans don't believe companies are doing their part to protect data⁶



50%
of consumers say they don't know who to trust⁵

Why choose Allstate Identity Protection

Best-in-class technology, innovation and expertise



91.4

Net Promoter
Score (NPS)



98%

implementation
satisfaction rate



99%

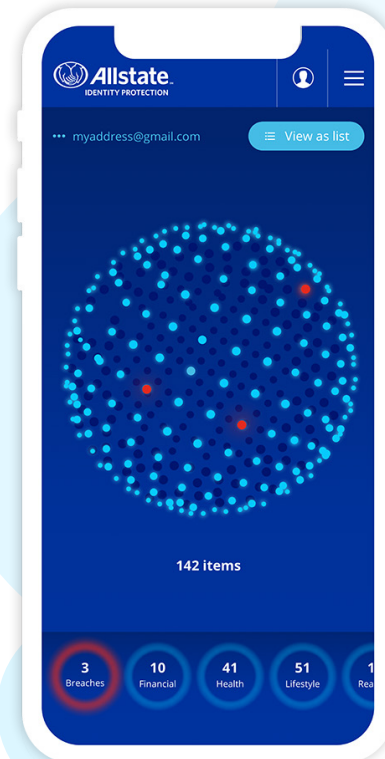
account
management
satisfaction rate



97%

client retention

- Comprehensive and ongoing administrative support
- Easy onboarding that includes comprehensive product education and a dedicated client relationship advisor
- Scalable and flexible payment models that minimize risk
- Expert customer service representatives based in the U.S.
- Accounts protected by two-factor authentication
- Proactive alerts that notify members on applications for credit cards, wireless carriers, utility accounts, and more
- Monitoring of high-risk identity activity such as password resets, fund transfers, unauthorized account access, compromised credentials, and more
- Tools to monitor and preserve a member's reputation across social networks
- A dedicated advocate to guide and manage a member's full recovery process
- Identity theft insurance to cover a member's lost wages, legal fees, medical records request fees, CPA fees, child care fees, and more⁷



Email partner-sales@infoarmor.com for more information.

¹ Verizon Enterprise, "2019 Data Breach Investigations Report," May 2019

² Identity Theft Resource Center, "10,000 Data Breaches Later: Top Five Education Data Breaches," November 2019

³ Wall Street Journal, "Pearson Hack Exposed Details on Thousands of U.S. Students," July 2019

⁴ Federal Bureau of Investigation, "Public Service Announcement: Cybercriminals utilize social engineering techniques to obtain employee credentials to conduct payroll diversion," September 2018

⁵ Allstate Data Privacy and Consumer Expectations Survey

⁶ Allstate Digital Safety Offering Study, MARA

⁷ Identity theft insurance underwritten by insurance company subsidiaries or affiliates of Assurant. 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.



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IDENTITY PROTECTION