



Hyper-Personalized Data Breach Risk Intelligence

Strengthening customer safety and engagement with
AI-driven insight and actionable recommendations

THE COST OF DATA BREACHES

In 2020, total identity fraud losses climbed to **\$56 billion**, of which **\$43 billion** were Identity fraud scams.¹

Breaches cost \$3.8 million+ (globally).¹ In the U.S., **average breach cost = \$8.6 million**²

1 SOURCE | IBM's 2020 Cost of a Data Breach Report

2 SOURCE | Data Center Knowledge

IMPACT TO SMALL AND MEDIUM-SIZE BUSINESSES

69% of small businesses hit by a cyberattack were offline for a limited time

37% suffered a financial loss

25% filed for bankruptcy

10% went out of business

Sontiq's BreachIQ is the Voice of Truth in a World Inundated by Security Incidents

Sontiq acquired Breach Clarity to provide a unique approach to breach risk intelligence. As a result of the acquisition, Sontiq's products — IdentityForce®, Cyberscout®, and EZShield® — all built on its tech-enabled Intelligent Identity Security (IIS) Platform, now have the proprietary capability, **BreachIQ™**.

BreachIQ removes a one-size fits all approach to consumer data breach response, since every individual has their own unique pattern of risk. BreachIQ's proprietary algorithm, which uses artificial intelligence to analyze more than 1,300 data points to assess the risks of a data breach.

The new breach intelligence capability provides personalized, recommended actions. The in-depth approach takes into consideration all the various types of identity theft that could result from stolen Personally Identifiable Information (PII). This may include medical identity fraud, synthetic identity fraud, credit card fraud, advance fee schemes, account takeover fraud, and Social Security number fraud.

AWARD-WINNING EXPERTISE

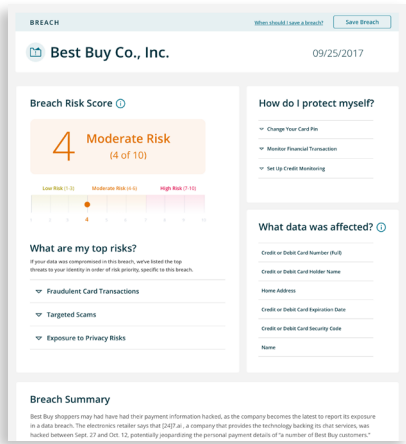
BreachIQ is built on a proprietary algorithm developed by Sontiq's Jim Van Dyke, one of the country's foremost fintech and data breach experts, and Sontiq's Al Pascual, an expert in financial crime and former head of fraud and security for Javelin Strategy & Research. The one-of-a-kind solution has garnered many prestigious awards, including **Best of Show at Finovate 2020** and **VentureTech 2020**.



Sontiq is the first provider in the identity security marketplace to produce a personalized breach risk score that offer consumers individualized insights into their personal cyber risk based on their personalized data breach history.

PERSONALIZED, ACTIONABLE BREACH MITIGATION

Every identity holder has a unique pattern of sensitive data exposure. One-size-fits-all breach reporting compounds consumers' existing fear and confusion, leading to costly inaction.

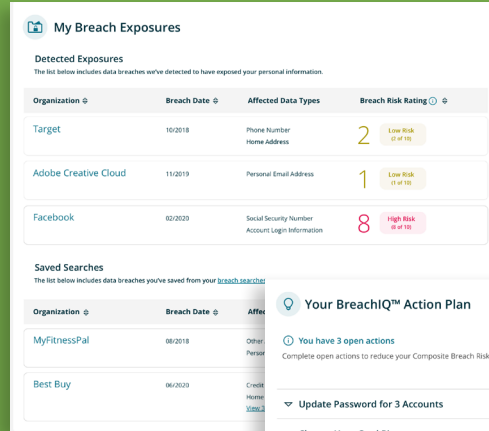


BreachIQ analyzes more than 1,300 data points to curate a breach score — based on the severity and risks of publicly reported data breaches and feeds from Dark Web providers.

Its AI-powered algorithm enables BreachIQ to provide continuous, updated guidance. It

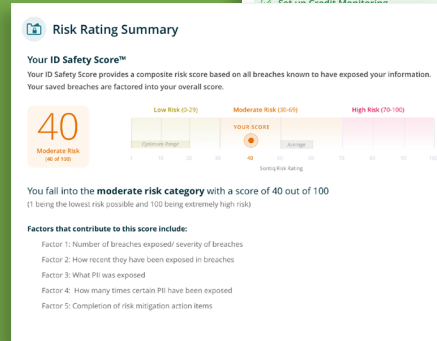
calculates the steps the individual has taken to mitigate their risk of fraud. From there, BreachIQ produces a proprietary, highly personalized risk score that is further updated with each breach incident. This empowers consumers to dynamically take action steps (with personalized options far beyond today's generic 'monitor your credit' or 'change your password') within a company-brandable experience.

HOLISTIC POST BREACH PROTECTION



Unique breach exposure report

Personalized action plan

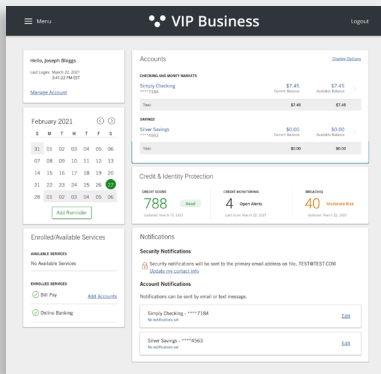


Dynamic ID Safety Score™

Flexibility for any business — Sontiq offers two integration options.

Sontiq Branded | Take advantage of Sontiq's expertise and provide BreachIQ under the Sontiq brand, embedded into your new or pre-existing IdentityForce, Cyberscout, or EZShield instance.

White Label | Offer the most robust safety toolset by leveraging additional Sontiq Intelligent Identity Security features under your own brand.



LEARN MORE about Sontiq and its suite of capabilities.

ABOUT SONTIQ

Sontiq is an Intelligent Identity Security company arming businesses and consumers with award-winning products built to protect what matters most. Sontiq's brands, **IdentityForce**, **Cyberscout**, and **EZShield** provide a full range of identity monitoring, restoration, and response products and services that empower customers to be less vulnerable to the financial and emotional consequences of identity theft and cybercrimes. Learn more at www.sontiq.com or engage with us on [Twitter](https://twitter.com/sontiq), [Facebook](https://facebook.com/sontiq), [LinkedIn](https://linkedin.com/company/sontiq), or [YouTube](https://youtube.com/sontiq).

