Member Manifesto

IdentityForce commits to delivering the following 50 point promise as part of our Member Manifesto. Based on the release of its new user interface and dashboard, IdentityForce has cut data entry by more than 70%, while also providing a streamlined UI that removes the guesswork from 24/7 identity theft protection.

(1) Design | Optimal Member Experience

DELIVER AN EASY-TO-USE, MODERN, & SEAMLESS MEMBER EXPERIENCE:

1. A mobile-friendly, modern, clean, responsive design that visually matches the mobile app and the IdentityForce website

2. A welcome screen that displays upon initial login to help members' navigate through various alert categories to ensure low barrier to entry

3. A communication style that emphasizes the personal nature of the member's relationship with IdentityForce, always engaging in a friendly and supportive manner

4. Clear explanation of services and capabilities removing any jargon so that what we do and how we do it never misleads our members

5. Seamless ability to upgrade existing service and purchase credit reports without feeling pressured to buy

6. Clear directions on downloading the IdentityForce mobile app for anywhere, anytime access to account

7. Delivery of monthly scorecard to ensure members understand and have viewed their key alerts broken into four main categories: Social Media, Identity Monitoring, Credit Monitoring, and Financial Monitoring

(2) Security

AN ALWAYS-SECURE ENVIRONMENT TO CONTINUOUSLY PROTECT MEMBER INFORMATION:

8. A log in process and user experience that emphasizes the high level of security that IdentityForce provides, including two-factor authentication, obscuration of sensitive data and inactivity log out

9. Inability to enter weak or common passwords to ensure better protection of member accounts; restrictions no fewer than 8 characters, and added complexity of at least one upper case, lower case, and/ or one number

10. Added security of two-factor authentication, which instead of the usual Login involving only a User ID and Password, members will receive a second form of authentication — a verification code — delivered by email, text, or phone

11. Automatic logging out of the dashboard after 10 minutes of inactivity to protect member information

12. A 'request new password' process through the "forgot my password" link, triggering an email send containing a password reset link, which will expire after 20 minutes, providing the email address matches the email address in the members' profile

(3) Identity Protection Account Setup

13. A wizard for initial account setup and service activation that asks the member for a given piece of data (their credit card number, SSN, etc.) only once

14. Once key personal information is entered, IdentityForce will intelligently configure all possible services that use that data to accept it universally

15. A user experience that encourages members to take full advantage of the range of identity protection services IdentityForce offers and emphasizes the value of those services

16. A flexible user experience that expands and contracts as we add and remove services

17. A focus on ensuring that only those services purchased by the user appear in their user interface so as not to confuse availability of services

18. Multiple navigation points for doing routine tasks to help shortcut tasks (e.g., adding family members, viewing alerts, etc.)

19. A commitment to deliver an easy-to-navigate, informational resource center to address the most pressing concerns or questions from our members

20. A commitment to deliver engaging videos and tutorials to help members easily address most frequently asked questions

21. Provide our members with confidence that identity theft monitoring started as soon as they entered the information requested on their profile

22. An easy path from first log-in to having address, email address, and phone number protected in less than 5 minutes

23. IdentityForce clearly informs members when protection is live

24. After the initial setup, IdentityForce will encourage members to protect other information in a timely manner, including credit card numbers, etc.

25. IdentityForce will make it clear for members to understand the value in protecting additional pieces of personal information

26. IdentityForce will remind members, each time they login, if they have not provided enough information for some services

27. Each time a member logs in, they will be reassured that monitoring is live, based on the personal information provided

28. Services within IdentityForce's dashboard will be will be explained at-a-glance as well as clickable for additional explanation

29. In some cases, IdentityForce will have longer-form descriptions if the complexity of the service cannot be easily summarized

30. Members will clearly know how much data can be entered and if there are any restrictions – for example, there are limits to the number of credit card numbers, passport numbers, email addresses, phone numbers etc. that can be monitored

31. IdentityForce will obscure member's confidential information — for example, IdentityForce only shows the last four digits of a credit card, driver's license, passport, or SSN

32. Members can easily configure their children's personal information so that it can be protected.

33. Members can also rapidly configure an adult or spouse's first name, last name and email and resend a welcome. However, once the adult or spouse is registered a member is no longer able to edit any information.

(4) Alerts and Notifications

PROVIDE AN EARLY WARNING SYSTEM TO RAPIDLY NOTIFY MEMBERS WHEN THEIR PERSONAL INFORMATION IS AT RISK:

34. An at-a-glance view of personalized alerts, credit scores and information on recent breaches so that members can always find what's important to them

35. Intelligent, smart alert advice so that members always know how to respond to their IdentityForce alerts

36. Access to requested reports (grouped logically) for services that members' purchased so that they can drill into details

37. Flexibility to have alerts delivered via email and/or text, and/or via the IdentityForce Mobile App

38. Delivery of prompt alerts to keep members protected and notify of any potential threats

39. Access to easily view the services that have been purchased so there is no confusion, while also having rapid access to download the details of insurance benefits related to IdentityForce's $1 Million Dollar protection policy

40. The ability to see any alerts for any children that were added to the member's account in order to continually ensure the safety and protection of children's identity and personal information

(5) Member Support

DELIVERY OF 24/7 SUPPORT AND MEMBER-CENTRIC CAPABILITIES:

41. Members can easily see how to contact support and are encouraged to do so

42. Members requesting support over chat can feel confident that the IdentityForce support specialist has sufficient information to quickly pull up their account so that assistance can happen immediately

43. Members are encouraged to share their experience through a public review site via a link available in the dashboard in order to share best practices, request improvements, or provide general feedback to IdentityForce's management and product development teams

44. Members can initiate a live chat with Member Support from the dashboard during appropriate business hours, while also having access to an online FAQ where they can learn more about identity protection

45. No matter the channel members opt to leverage to contact Member Support, they will be greeted with first-class customer service from live, trained customer support agents

46. Members are provided tools to help model and manage their finances before they follow through with a purchase so that they can view any change to their credit score

47. Members may also use channels like Social Media (e.g., Facebook and Twitter) to communicate with IdentityForce Member Support

48. Ability to view most Frequently Asked Questions and core training videos at www.identityforce.com/support

49. Members receive monthly IdentityForce newsletter which contains best practices, industry insight, and protection advice for keeping your identity safe — both at home and at the office

50. When product feedback is given by members through Member Support or any other formal IdentityForce channel (e.g. email, website form submission, survey, etc.), it will be documented and escalated to product development team for consideration as a new enhancement or improved capability

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