Allstate IDENTITY PROTECTION



identity and scam protection has never been more affordable

Award-winning protection for a fraction of the retail cost

With over $38 billion lost to identity fraud and scams in 2025†, having the right protection is more important than ever. Unfortunately, getting protection that covers all the important aspects of your life—your identity, family, and more—can come with a hefty price tag.

With Allstate Identity Protection as an employee benefit, you'll receive comprehensive identity and scam protection for a fraction of what it would cost at retail prices.

Pro+ Cyber family plan vs. retail subscription costs‡

Product	Monthly cost	Annual cost
Retail identity theft protection[1]	$36.00	$432.00
TalkspaceGo mental health support[2]	$29.99	$359.88
Digital household assistant[3]	$20.00	$240.00
Bark family digital safety tools[4]	$14.00	$168.00
Device protection, VPN & password manager[5]	$11.67	$139.99
Robocall blocker[6]	$6.70	$79.92
Ad blocker[7]	$5.91	$70.92
Total cost	**$124.23**	**$1,490.71**
Allstate Identity Protection Pro+ Cyber	**$17.95**	**$215.40**

Monthly savings:

$106.28

Annual savings:

$1,275.31

Ready to take advantage of these cost savings?

Sign up during open enrollment to receive identity protection and all these services for a low monthly cost.

†Javelin Strategy & Research, 2026 Identity Fraud Study: The Illusion of Progress, 2026

‡ All comparison cost data pulled March 2026 | 1: AIP Blue consumer pricing (family plan) | 2: TalkspaceGo | 3: Trustworthy Gold retail pricing | 4: Bark, flat monthly rate; annual cost price based off monthly cost*12 months | 5: Bitdefender Total Security, price based off annual cost/12 months (annual cost: $139.99/yr family plan) | 6: Nomorobo Max robocall blocker (family plan) | 7: Average cost between: AdGuard (family plan), AdblockPlus Premium, and TotalAdBlock | * List price for Pro+ Cyber family plan, individual pricing may be lower