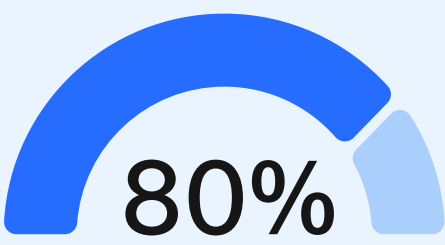


Identity Theft is a Growing Threat—Your Members Expect YOU to Protect Them

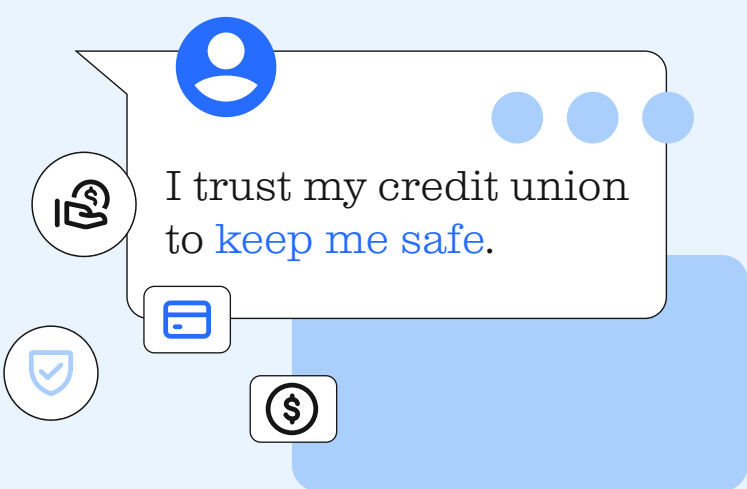
In a rapidly evolving digital landscape, credit unions face the growing challenge of helping members protect their identities and financial information from rising cybersecurity threats like identity theft, scams, and fraud.



Members Expect Their Credit Union to Keep Them Safe

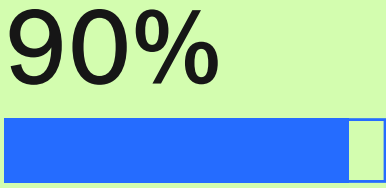


of members believe their credit union has a responsibility to **protect their personal information.**²

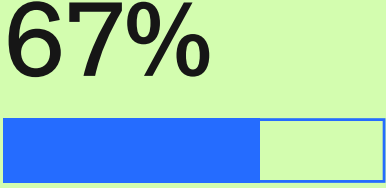


💡 Your members trust you—offering ID protection strengthens that trust and reinforces your role as their financial safeguard.

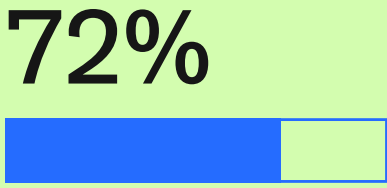
Identity Theft Concerns Are at an All-Time High



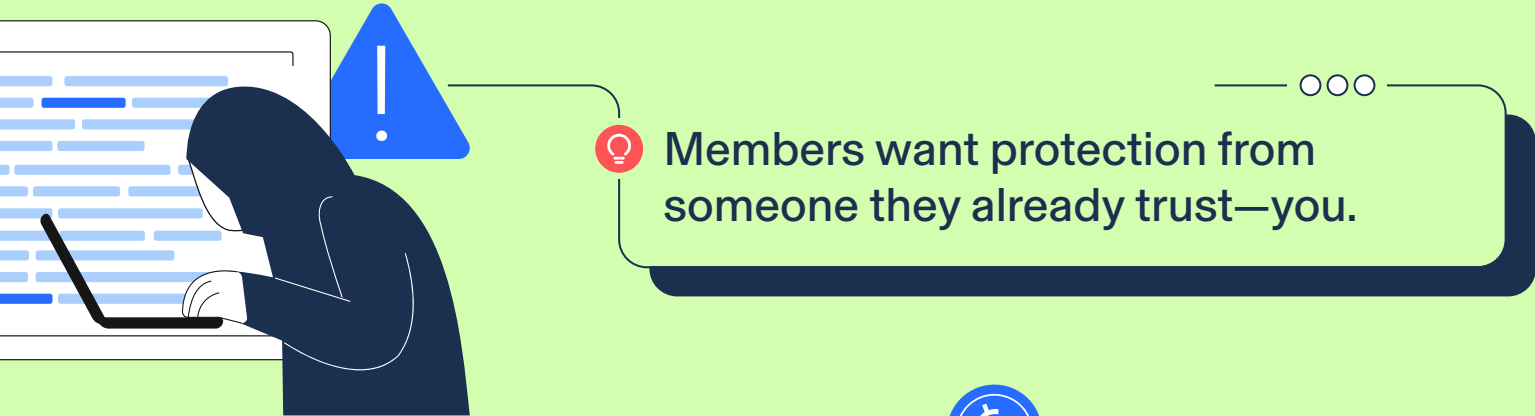
of members **worry** about identity theft affecting them or their families.²



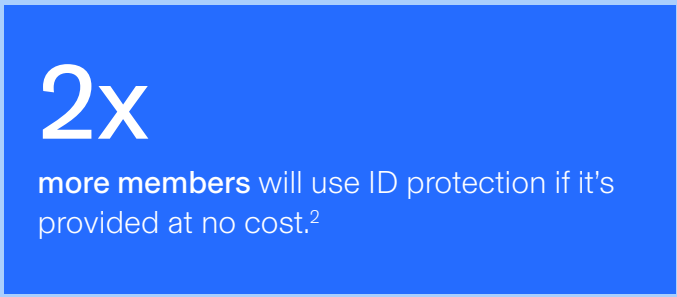
would use an ID protection **product** if offered through their credit union.²



prefer getting ID protection from their CU over a third-party.²



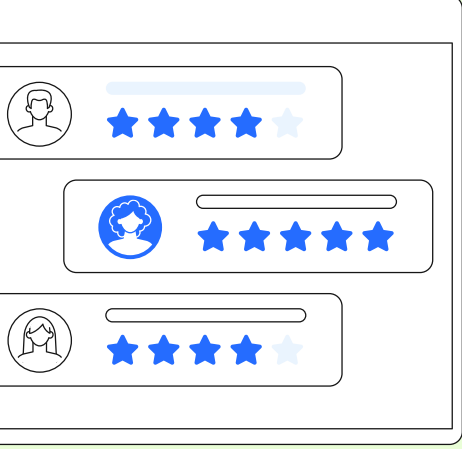
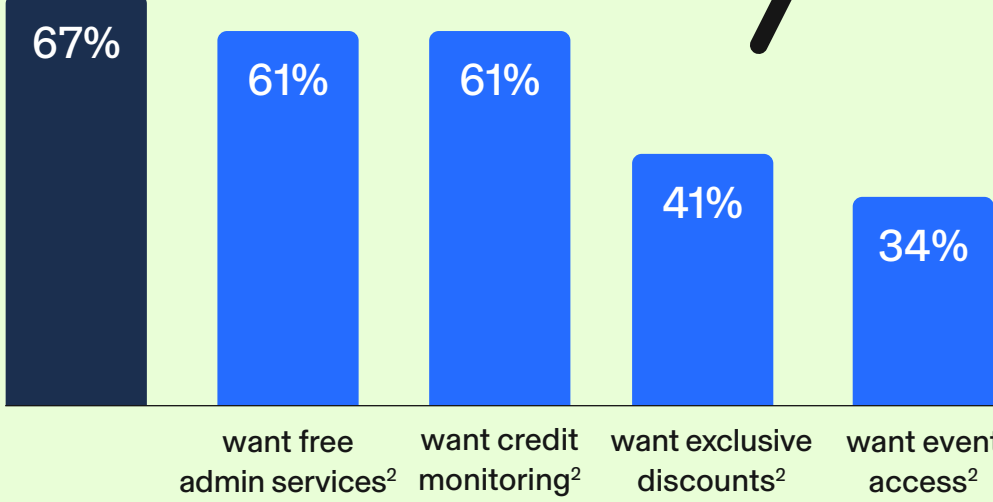
Offering ID Protection is a Smart Business Move



ID Protection is the Most Desired Member Perk

MOST-REQUESTED BENEFIT

67% want identity theft protection²



💡 ID protection isn't just a perk—it's an expectation. Are you meeting it?

Give your members the security they expect and need—partner with Aura, the #1-rated all-in-one digital security solution.³

Aura is more than identity theft protection. It proactively protects members and their families proactive protection from online threats to help stop identity theft before it happens.

¹ Alloy

² Results based on a December 2024 survey conducted by Aura of United States adult banking & credit union customers.

³ Ranked #1 by Security.Org and IdentityProtectionReview.com. They may be compensated as a marketing affiliate of Aura, but their ratings are all their own.