

Fact Sheet

Company Overview

Headquartered in the United States, Aura is one of the fastest-growing online safety solutions for individuals and families, whether you're protecting yourself, your children, or aging loved ones.

Built on a mission to help families stay safe and thrive in an increasingly connected world, Aura uses advanced artificial intelligence (AI) to address today's most complex online threats—from mental health risks and excessive screen time to scams and online crime.

Founded by Hari Ravichandran after his own experience with identity theft, Aura reimagines online safety as simple, comprehensive, and proactive, combining cutting-edge technology with a deep understanding of modern family needs to deliver holistic protection at every stage of life.



The Industry Today

Online Crime Surge

The FBI's Internet Crime Complaint Center (IC3) received 859,523 complaints in 2024. ([Source](#))

Rising Financial Impact

Consumers reported losing more than \$12.5 billion to fraud in 2024, which represents a 25% increase over the prior year. ([Source](#))

Account Takeover Fraud Costs

Credit card identity theft remains the most common type of identity theft, with 449,032 reports in 2024. ([Source](#))

Identity Theft

Financial losses in 2024 from identity theft totaled \$174,354,745. ([Source](#))

Youth Screen Time Habits

Kids spend 7.5 hours per day on screens. ([Source](#))

Teen Mental Health Concerns

1 in 5 teens say social media sites hurt their mental health. ([Source](#))

Pre-teen Tech Adoption

50% of children have a smartphone by age 11. ([Source](#))

Aura Fast Facts

24/7

Customer Support

Up to 250X

Faster Than the Competition - Most Reliable Fraud Protection

150,000+

Identity Fraud Cases Resolved

\$1 Million

Identity Theft Insurance for Eligible Losses

347

Global Employees



Product Overview

Aura is one of the fastest-growing online safety solutions for individuals and families. Whether you're protecting yourself, your kids or your aging loved ones, Aura meets your needs at every stage of life. From real-time threat detection and scam alerts, to tools that help parents protect their kids from predators, cyberbullying and tech-driven mental health risks, Aura offers smart, simple online safety, powered by AI.

CNBC

FOX NEWS

The New York Times

Bloomberg

CNN

Forbes ADVISOR

Key Features



Spam Call &
Text Protection



Smart
Vault



Credit Scores
& Reports



Antivirus & Malware
Protection



Password
Manager



Dark Web Scans
& Data Clean-up



WiFi Security
& VPN



Identity Theft &
Fraud Protection



Anti-Track &
Safe Browsing



Kids Digital
Wellbeing Insights



Kids Content &
Time Limits

Executive Team

Hari Ravichandran, Founder & CEO

Blake Cunneen, Head of Corporate Development

Howard Clabo, Chief Brand & Communications Officer

Rekha Singh, Chief Technology Officer

Kristin Lewis, Chief Product Officer

Kristin Covi, General Manager, D2C Business

Gerry Baldwin, General Manager, Employee Benefits

John Shea, Chief Customer Officer

Brian DeCenzo, Chief Financial Officer

William Lundregan, Chief Legal Officer

Jeff Belanger, Chief People Officer

Thomas Clayton, COO & President

Dr. Scott Kollins, Chief Medical Officer

Sarah Cherng, Chief AI Officer

Board Members

Sujay Jaswa (Chairman), Founding Partner, WndrCo

Hari Ravichandran, Founder & CEO, Aura

Robert Downey Jr., Actor and Producer

Brian Chang, Managing Director, Technology, Software, Information & Financial Technology, Warburg Pincus

Bruce Lev, Managing Director, Loeb Partners

Chandler Reedy, Managing Director, Head of Strategic Investments, Warburg Pincus

Jeffrey Katzenberg, Founding Partner, WndrCo

Jim Cash, James E. Robison Professor of Business Admin, Emeritus, Harvard Business School

Sameer Gandhi, Partner, Accel

Trevor Oelschig, Managing Director, GeneralCatalyst

Alex Doll, Founder, Managing Member, Ten Eleven Ventures

Jamie McJunkin, Founder, General Partner, Madrone Capital Partners

Michael Stanfield, CEO (Retired), Intersections Inc.

Company Timeline

2017

Aura founded as iSubscribed

2018

iSubscribed, WndrCo, and General Catalyst acquire Intersections Inc. and Identity Guard

2019

Rebranded as Aura, uniting Intrusta and Identity Guard brands

2020

Acquired Pango, FigLeaf, and PrivacyMate

2021

Acquired parental controls leader Circle Media Labs

2022

MetLife becomes Aura's exclusive U.S. employer distributor

2023

Introduced AI-powered scam call and text protection, partnered with Blue Star Families New England, and achieved carbon neutrality certification

2024

Aura splits into two world-class online safety companies: Aura & Point Wild (formerly known as Pango), and the Digital Parenthood Initiative launches

2025

Aura announces \$140M Series G, online balance and wellbeing features, and Life360 partnership



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