

Aura Statement on Exposure of Limited Customer Information

Aura is aware of an incident where one of our employees was the victim of a targeted phone phishing attack. We identified that an unauthorized third-party gained access to that employee's account for approximately one hour. Upon discovery, Aura immediately terminated access to the account and activated its incident response plan, engaged external cybersecurity and legal experts, and notified law enforcement.






At this time, we can confirm that the unauthorized party was able to access approximately 900,000 records, the vast majority of which consist of names and email addresses from a marketing tool used by a company Aura acquired in 2021.

We believe the contact information (name, email, home address, phone number) for less than 20,000 active Aura customers and less than 15,000 former Aura customers was accessed. No Social Security numbers, passwords, or financial information were compromised.

Aura's systems have been purpose-built to limit the potential exposure of customer information in the event of a breach, including organizational, technical, and physical safeguards that worked as designed in this incident. All sensitive customer personal information (Social Security numbers, financial transactions, credit files, payment details, credentials) is encrypted and access is highly restricted.

We are in the process of notifying impacted customers as appropriate. While we do not expect that these customers' risk is significantly elevated, we will be providing support to those impacted.

While we make every effort to ensure that our customers have peace of mind about their safety, we recognize that in this case we did not live up to that standard. We are committed to earning our customers' continued trust.

Contact	→	Careers	→
Digital Security 101	→	For Parents	→
Investors	→	For Business	→
+1 833.552.2123		    	

^{*}The Identity Theft Insurance is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions. The Personal Cyber Insurance is underwritten and administered by Houston Casualty Company, a Tokio Marine company. Please refer to the actual policy for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions. Review the [Summary of Benefits](#).

^{**} Free trial offer can only be redeemed once per customer. Full access to plan features depends on identity verification and credit eligibility.

¹ The score you receive with Aura is provided for educational purposes to help you understand your credit. It is calculated using the information contained in your Equifax credit file. Lenders use many different credit scoring systems, and the score you receive with Aura is not the same score used by lenders to evaluate your credit.

² 60-day money back guarantee is only available for our annual plans purchased through our websites (excludes Amazon) or via our Customer Support team. You may cancel your membership online and request a refund within 60 days of your initial purchase date of an eligible Aura membership purchase by calling us at [1-833-552-2123](tel:1-833-552-2123).

If you signed up for Aura through a free trial, then your membership purchase date will be the date you signed up for your free trial, and you will have 60 days from the date you signed up for your free trial to cancel and request a refund. If you switched to a new annual plan within 60 days of your initial Aura annual subscription, you may still qualify for the Money Back Guarantee (based upon your initial annual plan purchase date).

³ As compared to the competition. Results based on a 2025 mystery shopper consumer study conducted by ath Power Consulting. ath Power Consulting was compensated by Aura to conduct this study.

⁴ Child members on the family plan will only have access to online account monitoring and social security number monitoring features. All adult members get all the listed benefits.

⁵ Ranked #1 by Forbes, CNBC, and CNET. They may be compensated as a marketing affiliate of Aura, but their ratings are all their own.

⁶ cdc.gov.../getmoving

⁷ commonsensemedia.org.../new-normal

⁸ kaspersky.com.../parents-worried

⁹ [Javelin 2022 Identity Fraud Study](#)

[‡] Not all features use AI capabilities.

No one can prevent all identity theft or monitor all transactions effectively. Further, any testimonials on this website reflect experiences that are personal to those particular users, and may not necessarily be representative of all users of our products and/or services. We do not claim, and you should not assume, that all users will have the same experiences. Your individual results may vary.

AURA SERVICES ARE NOT INTENDED TO DIAGNOSE, TREAT, CURE, OR PREVENT ANY DISEASE OR MEDICAL CONDITION. THE SERVICES ARE FOR INFORMATIONAL PURPOSES ONLY AND CANNOT REPLACE THE SERVICES OF PHYSICIANS OR MEDICAL PROFESSIONALS.

Aura's service does not monitor for all content or your child's behavior in real time. Alerts and/or insights may not be 100% accurate or timely.

Aura does not sell your personal data for monetary consideration. Some of our uses of cookies and/or pixels, however, may be considered a "sale" under applicable state laws.