

# How Much Does It Cost to Protect Your Digital Identity? Less Than You Think.

## Everything has a price – including your digital identity.

How do you protect against hackers working day and night to get your data?

And how much does it cost to keep your private information from their prying eyes?



## Here's what your info is worth.

Hackers can get a pretty-penny selling your data on the dark web.<sup>1</sup>



## Personal data is valuable but people aren't protecting it



**only 50%**

of people feel that their data is safe online<sup>2</sup>, but most don't do anything about it.

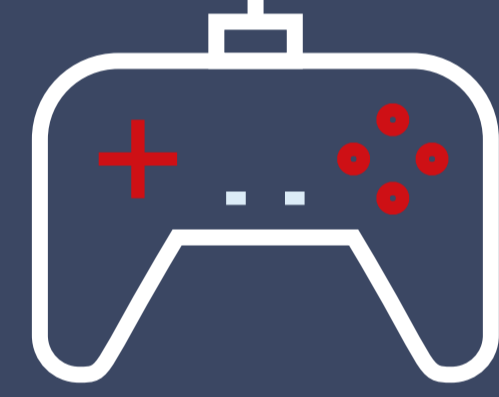


**only 55%**

would change their password if their account was hacked.<sup>3</sup>

## People are prioritizing fun over security.

When asked what motivates them to try new technology:

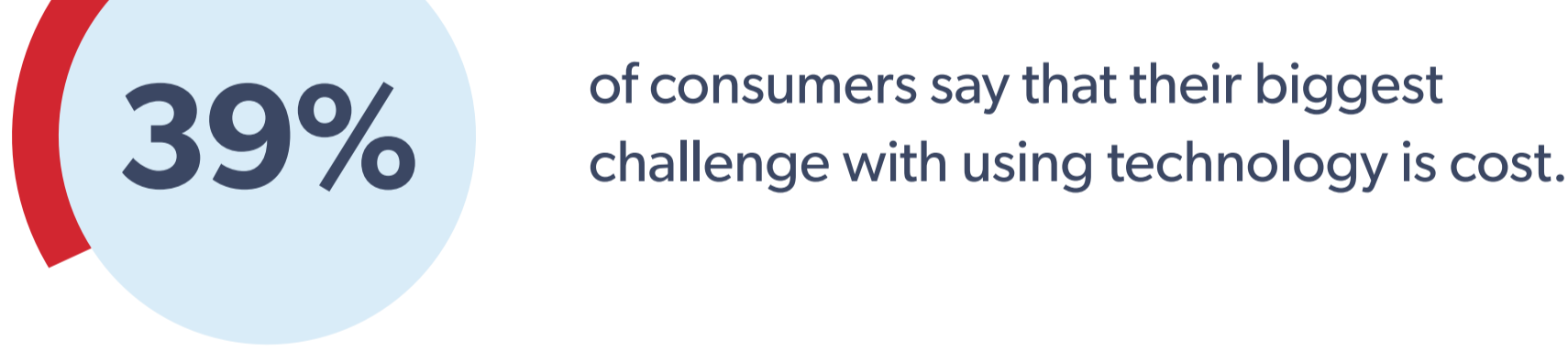


**62%** said if it provides entertainment.



**21%** said if it provides safety and security.<sup>5</sup>

## People are using cost as an excuse



### But spending on apps is growing year over year. So, is cost really the problem?



US \$83B + was spent on apps in 2019, growing 17%.



US \$61.7B of that was spent on mobile games, up 12.8% from 2018.



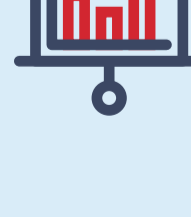
US \$3.9B was spent on Entertainment apps.<sup>4</sup>

## Cost doesn't need to be an excuse.

Keep spending those dollars on the fun stuff like games and entertainment – and use these 5 free ways to protect your digital identity.



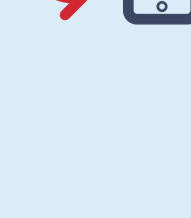
**Protect your passwords:** Create unique and strong passwords for every account and let a free password manager remember and fill them in for you on all your devices.



**Set up credit monitoring:** Free credit monitoring services through your bank or credit card can alert you when your credit score changes.



**Turn on multi-factor authentication:** Many of your most sensitive accounts like email and banking will offer MFA for free – making it harder for hackers to get access.



**Don't overshare:** Hackers use public information from social media accounts to trick you into trusting them through fraudulent emails and phone calls.



**Ensure security on all devices:** Keep your system software up to date, run antivirus software, and use a password manager that autofills secure passwords on all your devices.

**LastPass remembers all your passwords across every device for free!**

[www.lastpass.com](http://www.lastpass.com)

Sources:  
1. <https://www.experian.com/blog/ask-expert/aces-how-much-your-personal-information-is-selling-for-on-the-dark-web/>  
2. LastPass Survey Data  
3. <https://blog.lastpass.com/2018/05/psychology-of-passwords-neglect-is-helping-hackers-win.html/>  
4. <https://seniorbover.com/blog/app-revenue-and-downloads-2019>  
5. LastPass Survey Data