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# NORDPROTECT VS. AURA: PROTECTING YOUR DIGITAL LIFE

A Comprehensive Comparison of Modern  
Identity Theft Protection

 Presented by The Tech Coaches

The  
TECH COACHES

# Identity Theft is at an All-Time High

\$27.2 Billion Lost in 2024 alone



**1.1M+**

Identity theft reports filed with the FTC in 2024



**19%**

Increase in fraud losses year-over-year



**22%**

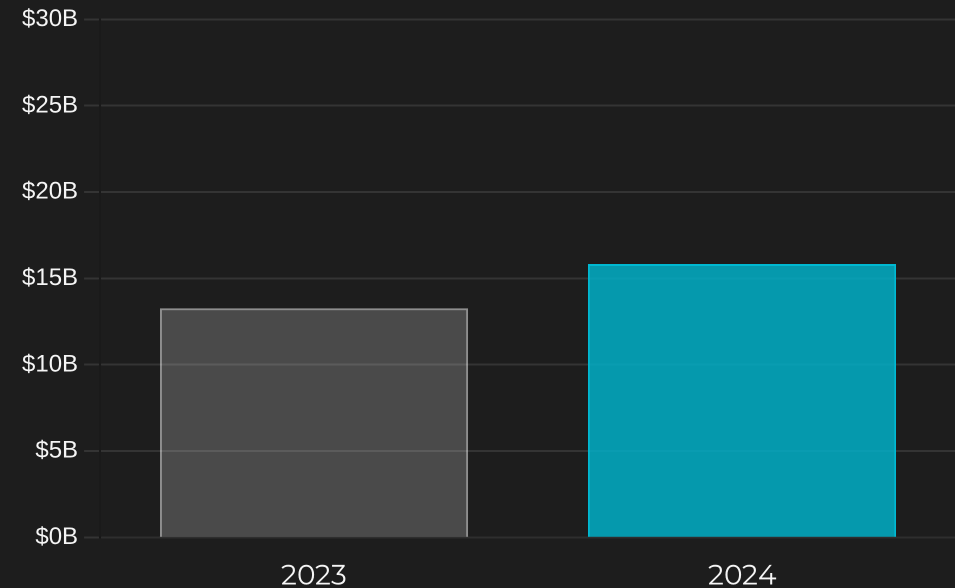
Of Americans have experienced identity theft



**\$1,000+**

Average out-of-pocket recovery cost per victim

Escalating Fraud Losses (Billions)



# Two Approaches to Protection

Different Strategies, Same Goal



## NordProtect

FOCUSED PROTECTION

- ✓ Modern Threat Coverage
- ✓ Cyber Extortion Insurance
- ✓ Online Fraud Protection
- ✓ Seamless Incogni Integration




## Aura

ALL-IN-ONE PLATFORM

- ✓ Integrated Antivirus & VPN
- ✓ Password Manager Included
- ✓ Family Safety Features
- ✓ Parental Controls

**Shared Foundation**

 \$1M+ Insurance

 Dark Web Monitoring

 Credit Monitoring

# NordProtect: Comprehensive Coverage

Specific Protection for Modern Threats



## Identity Theft Recovery

**\$1M**

Covers legal fees, lost wages, and restoration costs to get your identity back.



## Cyber Extortion

**\$50K**

Covers payments and professional assistance for ransomware and digital threats.



## Online Fraud

**\$10K**

Reimbursement for losses from online scams and fraudulent purchases.



## Cyberattack

**\$10K**

Covers data recovery and device restoration after hacking or malware attacks.

Deductible per claim: **\$100**

[View NordProtect Summary of Benefits](#)

# Aura: All-in-One Protection

Coverage Options for Every Need

## Standard Plan

- ✓ \$1M Identity Theft Insurance
- ✓ Dark Web Monitoring
- ✓ Credit Monitoring
- ✓ Antivirus & VPN Included
- ✓ Password Manager

## Enhanced Plan

- ✓ \$5M Identity Theft Insurance
- ✓ All Standard Features
- ✓ Priority Support
- ✓ Enhanced Monitoring
- ✓ Family Plan Available

[View Aura Summary of Benefits ↗](#)

# Understanding Aura's Monitoring Limits

What You Need to Know Before Signing Up

## Monitoring Limits by Category

Credit Cards	10
Email Addresses	10
Financial Accounts	20
Phone Numbers	10
Driver's Licenses	10
Mailing Addresses	10
Properties (Active)	1

## Important Considerations

- Manual Removal Required:** You must manually delete outdated information (old vehicles, previous addresses, closed accounts) from Aura's monitoring.
- Storage Limits Apply:** Once you reach the limit for a category, you cannot add more items until you remove existing ones.
- Best For Moderate Users:** Aura is ideal for individuals and families with typical financial portfolios.
- Power Users:** If you manage many accounts, consider pairing Aura with a dedicated password manager for comprehensive coverage.

# NordProtect + Incogni

A Powerful One-Two Punch for Privacy



**Incogni**

CLEAN UP THE PAST

- ✓ Removes data from 250+ brokers
- ✓ Stops people search sites
- ✓ Automates removal requests



**NordProtect**

SECURE THE FUTURE

- ✓ Continuous Dark Web Monitoring
- ✓ Real-time Credit Alerts
- ✓ \$1M+ Identity Insurance



## Complete Privacy Strategy

Remove existing data + Protect future data = Significantly reduced risk of identity theft

# Aura for Business

## Protecting Your Entire Workforce



### The Challenge

- Employees without corporate IT oversight (manual laborers, drivers).
- Widespread use of personal devices for work tasks (BYOD).
- Remote workers on unsecured home networks.



### The Solution

- ✓ Offer Aura as a comprehensive employee benefit.
- ✓ We manage deployment and provide special bulk pricing for company-wide rollouts.
- ✓ Extends enterprise-grade protection to personal lives.



### The Impact

- Significantly reduces overall organizational security risk.
- Improves employee satisfaction and retention.
- Demonstrates genuine care for employee digital safety.



**Important:** This service complements, but does *not* replace, business cyber liability insurance. It closes the gap for personal device usage.



**Best For:** Aura is an excellent starting product for employees with moderate data monitoring needs. For employees managing extensive financial portfolios, consider pairing with a dedicated password manager.



# What Gets Covered

## Real-World Examples



### Credit Card Fraud

Fraudster opens new cards in your name.

✓ BOTH COVER



### Employment Identity Theft

SSN used for employment; lost wages incurred.

✓ BOTH COVER



### Cyber Extortion

Ransomware threat demanding payment (\$30k).

★ NORDPROTECT



### Investment Scam

Losses from high-risk investment schemes.

✗ NOT COVERED



### Business Cyber Incident

Company bank account compromise.

✗ NOT COVERED



Understanding the **fine print** is critical. Personal protection services are designed for individuals and families, not business risks.

# NordProtect or Aura?

Matching the Service to Your Specific Needs

## Choose NordProtect

THE PRIVACY-FIRST CHOICE



- ✓ You prioritize data privacy and want seamless Incogni integration.
- ✓ You want specific insurance for modern threats like cyber extortion.

Best for Individuals & Privacy Advocates

## Choose Aura

THE ALL-IN-ONE CHOICE

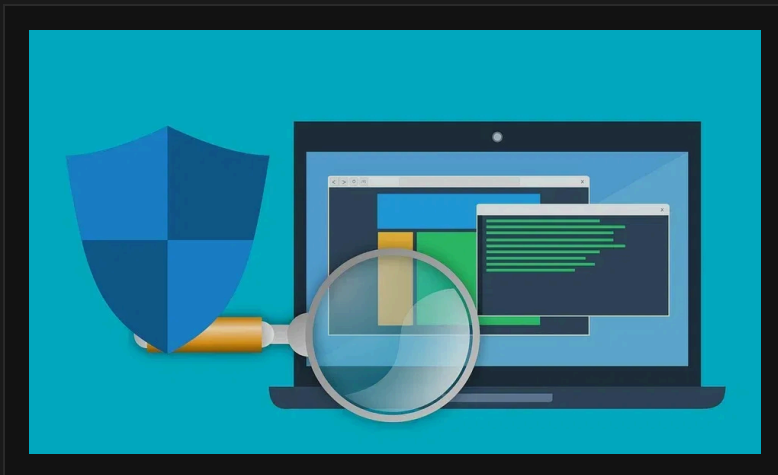


- ✓ You need a complete suite replacing Antivirus, VPN, and are getting started with Password Managers.
- ✓ You need robust parental controls and family safety features.

Best for Families & Business Owners

# Take the Next Step

Protect Your Digital Life Today



*Effective protection requires continuous monitoring and rapid response cycles.*



## For Individuals & Families

Get focused protection with \$1M+ insurance and seamless Incogni integration.

[Get Started with NordProtect](#) 



## For Business Owners

Protect your workforce with Aura. We offer special bulk pricing for company-wide deployments.

[Inquire About Bulk Pricing](#) →



## Questions?

Not sure which path is right for you? Let's discuss your specific needs.

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# Questions? Let's Connect

Your Partner in Digital Security



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LinkedIn

Reach out for personalized coaching, business security assessments, or to discuss which protection plan is right for your specific needs.

