



Incogni vs Pentester.com

Which Privacy Protection Tool is Right for You?

A Friendly Comparison for Small Business Owners, High-Net-Worth Individuals & Solo Consultants



Questions? Reach out to bill@thetechcoaches.com

WHY THIS MATTERS

Your Digital Footprint is Bigger Than You Think



420+ Data Brokers are actively collecting, aggregating, and selling your personal information right now.



Prime Targets: Small business owners, executives, and consultants are high-value targets for identity theft.



Data = Money: Your personal data is a commodity sold to marketers and potentially cybercriminals.



High Cost of Breaches: One data breach can cost thousands in recovery time, legal fees, and reputation damage.



WHAT'S THE DIFFERENCE?

Two Different Approaches to Protecting Your Privacy



Incogni

Focuses on removing your personal information from data broker databases to stop spam and reduce exposure.

FOCUS: PRIVACY PROTECTION



Pentester.com

Focuses on scanning your website and digital assets to find security vulnerabilities before hackers do.

FOCUS: SECURITY SCANNING



Key Insight: They solve different problems — think of it as Privacy vs. Security.

Incogni: Remove Your Data From 420+ Data Brokers

Incogni automatically scans and removes your personal information from data broker sites, reducing spam calls, emails, and online exposure.

420+

Data Broker Sites Covered with Recurring Removals



Automated Removal Requests

Requests are sent regularly to ensure your data stays off these lists permanently.



Progress Tracking

Watch the removal process in real-time through your personal dashboard.



Family Protection

Options to protect up to 5 family members under one account.

Starting at \$7.99/mo

(billed annually)



30-Day Money-Back Guarantee

PRICING PLANS

Choose What Works for You

SAVE 50% ANNUALLY

STANDARD

\$7.99

per month

- ✓ 420+ Data Brokers
- ✓ Automated Removal
- ✓ Progress Dashboard

UNLIMITED

\$14.99

per month

- ✓ Everything in Standard
- ✓ 2,000+ Additional Sites
- ✓ Custom Removal Requests
- ✓ Live Phone Support

FAMILY

\$15.99

per month

- ✓ Up to 5 Members
- ✓ 420+ Data Brokers
- ✓ Family Management

FAMILY UNLIMITED

\$22.99

per month

- ✓ Up to 5 Members
- ✓ 2,000+ Additional Sites
- ✓ Custom Removals

PROTECT

\$20.74

per month

- ✓ Data Removal + ID Theft Protection
- ✓ Dark Web Monitoring
- ✓ \$1M Insurance

THE SECURITY SCANNER

Pentester.com: Find Vulnerabilities Before Attackers Do

Scans your website and digital footprint for security vulnerabilities and data breaches using AI-powered technology and red team expertise.

- ✓ **9,000+ to 39,000+** security tests per scan
- ✓ **Dark Web Monitoring** of 140+ billion records
- ✓ **Industry-Specific Reports** (Healthcare, Legal, Finance)
- ✓ **Free to Try** with no credit card required

BEST FOR

Small business owners and professionals who need ongoing security monitoring and compliance assurance.

BENEFITS OF

Vulnerability Scanning



Smarter risk prioritization



Proactive weakness detection



Stronger security posture



Compliance and regulatory adherence



Time and cost efficiency

Pentester.com Plans: Scaled for Your Needs

PERSONAL

\$19

per month

- ✓ Individual data removal
- ✓ Basic security scanning
- ✓ Dark web monitoring

SMALL BUSINESS

\$49

per month

- ✓ Website security testing
- ✓ Employee & executive data removal
- ✓ Dedicated support
- ✓ AI-powered automation

PENTESTER ELITE

\$899

per month

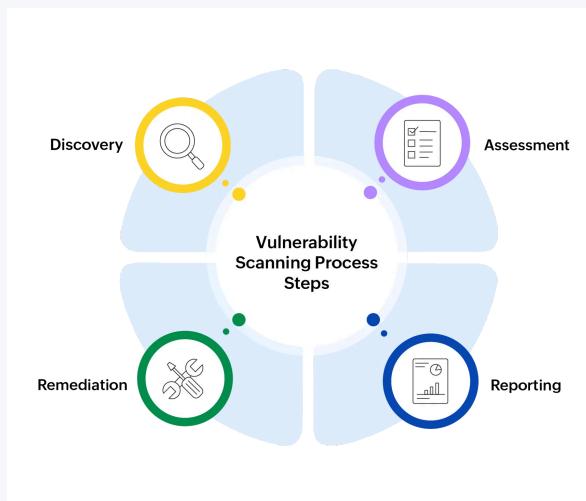
- ✓ Full penetration testing
- ✓ Annual assessments
- ✓ Monthly manual testing
- ✓ Industry-specific reports



Value Add: All plans include AI-powered website testing and Red Team expertise to find vulnerabilities before attackers do.

COMPARISON

Quick Comparison: What Each Tool Does Best



Feature	Incogni	Pentester.com
Data Broker Removal	✓ Yes (420+ sites)	✓ Yes (Included)
Website Security	✗ No	✓ Yes (9k-39k tests)
Dark Web Monitoring	✓ Yes (Higher tiers)	✓ Yes (All plans)
AI Automation	✓ Yes	✓ Yes
Live Phone Support	✓ Yes (Higher tiers)	✓ Yes (Small Biz+)
Free Trial	30-day money-back	Free scan (no card)
Best For	Privacy Protection	Security Scanning
Starting Price	\$7.99/month	\$19/month



TARGET AUDIENCE

Incogni is Perfect If You Want to...

- ✓ Reduce spam calls and emails significantly
- ✓ Remove personal info from public databases
- ✓ Protect your family's privacy from strangers
- ✓ Get peace of mind about your digital footprint
- ✓ Prefer a simple, automated "set and forget" solution

IDEAL USERS

Privacy-conscious individuals, busy professionals, and families.

IDEAL USE CASES

Pentester.com is Perfect If You Want to...



- ✓ Scan your website for vulnerabilities automatically
- ✓ Ensure compliance with industry standards (HIPAA, etc.)
- ✓ Monitor for data breaches in real-time
- ✓ Get detailed security reports for your team
- ✓ Protect your business from cyber attacks

IDEAL USERS

Small business owners, healthcare practices, financial services, and anyone running a business website.

COMPREHENSIVE PROTECTION

The Best Solution? Use Both Together!

Incogni

Handles your **personal data privacy** by removing you from data broker lists.



Pentester.com

Handles your **business security** by scanning for vulnerabilities.



Complete Peace of Mind

You are covered on both fronts: Personal Privacy + Business Security.



◆ Combined starting at only ~\$26.99/month

PROBLEM SOLVING

Which Tool Solves Your Problem?

SCENARIO 1

"I'm getting way too many spam calls, emails, and I'm worried about my info being online."



THE SOLUTION

Incogni

Removes your data from brokers

SCENARIO 2

"I run a business website and I'm terrified of hackers finding a vulnerability."



THE SOLUTION

Pentester.com

Scans for security risks

SCENARIO 3

"I want complete peace of mind for both my personal privacy and my business security."



THE SOLUTION

Use Both

Complete 360° protection

READY TO START?

Start Protecting Your Privacy Today



1. Sign Up

Create your account in minutes with just your name and email.



2. Authorize

Grant Incogni the right to send removal requests on your behalf.



3. Automate

Incogni automatically contacts 420+ data brokers for you.



4. Monitor

Watch your personal data disappear from the web via your dashboard.

Get Started with Incogni →



Risk-Free 30-Day Money-Back Guarantee

TAKE ACTION

Start Scanning Your Security Today

-  **Fast Results:** See critical risks in under 30 seconds.
-  **Risk-Free:** Free scan with no credit card required.
-  **Ongoing Protection:** Get continuous monitoring and detailed reports.
-  **Expert Support:** Dedicated team available to help you secure your business.

Ready to secure your business?

SPECIAL OFFER

Get a Free 1-Month Trial

Contact me to claim this offer:

bill@thetechcoaches.com

LET'S CONNECT

Have Questions? I'm Here to Help!

Navigating privacy and security can be complex. Whether you're a solo consultant or running a small business, I'm happy to help you choose the right tools.

EMAIL ME

bill@thetechcoaches.com

VISIT WEBSITE

thetechcoaches.com

13 ways to protect your digital footprint

- ✓ Keep your personal information private
- ✓ Delete old accounts
- ✓ Tighten your privacy settings
- ✓ Use strong passwords
- ✓ Block third-party cookies
- ✓ Opt out of people search sites
- ✓ Regularly update software
- ✓ Unsubscribe from mailing lists
- ✓ Create an alternative spam email
- ✓ Sign up for dark web monitoring
- ✓ Use a VPN
- ✓ Be mindful of what you post online

