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Strengthen Customer Retention and Loyalty with ScamAssist®

Suspicious Communications Analyzed by Experts Before Your Customers Click or Respond

Cons and scams are nothing new, but they remain a big problem for consumers and businesses alike. As consumers continue to embrace the convenience of handling important business via digital platforms, scammers have grown increasingly sophisticated.



In 2023, **24 million Americans lost over \$20 billion to scams**, with an average loss of \$1,520 per victim.¹



While younger people (20-29) reported losing money to fraud more often than older people (70-79), individuals over 70 experienced a much higher financial loss.²



What's more, today's scams can pose a serious financial and reputational threat to your business. Consumers will grow wary of engaging with your brand if they fall victim to scams disguised as your company's communications.

When your customers receive a suspicious message urging them to take action (such as one "from" the IRS, their bank, or a familiar organization), they want someone to keep them from making a costly mistake. **But, where can they turn for peace of mind?**

This is where ScamAssist from Iris® Powered by Generali can help.

¹ Javelin Strategy & Research, Identity Fraud Study, 2024

² Federal Trade Commission, Consumer Sentinel Network Data Book, 2024

A Brandable, 24/7 Scam Analysis Tool to Help Your Customers Avoid Expensive Losses

What makes ScamAssist different from any other fraud detection tool is **the critical element of human review**. Consumers covered by ScamAssist can submit suspicious emails for review online – or call our 24/7 U.S.-based team for assistance with any type of potential scam including email, phone, text (SMS), or direct mail.

Our team gives the suspicious message an expert review using Iris' proprietary scoring methodology. The consumer receives an assessment of the message's legitimacy and personalized recommendations for next steps. If we believe the solicitation to be fraudulent, our specialists will report the scam to the authorities and help the consumer restore their identity.

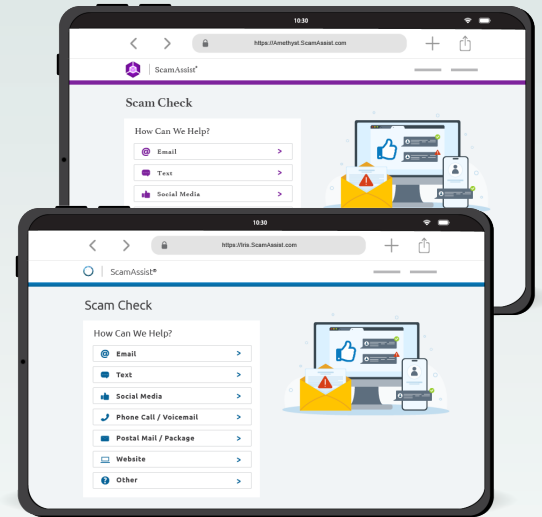


Illustration of ScamAssist branding opportunities

Protect your reputation, boost retention, and provide a unique service with a white-labeled or co-branded ScamAssist experience that helps your customers:

- ✓ **Save time.** We enable easy online submission of potential scam emails and live support for suspected scams of any kind.
- ✓ **Have confidence.** Our comprehensive, proprietary personal scam evaluation achieves unmatched reliability with a mix of automated + human review.
- ✓ **Get help when they need it most.** If your customer has been victimized, our 24/7 team can help them start the road to recovery, point them to resources, and will report the incident to the proper authorities on their behalf.

To learn how ScamAssist can help you build your customers' trust and avoid risks to your business visit IrisIdentityProtection.com/ScamAssist or contact BizDev@IrisIdentityProtection.com.

No system used to detect scammers, malware or dangerous items is entirely successful or foolproof. Accordingly, members who access and use ScamAssist® do so entirely at the members' own risk. Generali Global Assistance, inc. DBA Iris® Powered by Generali ("Iris") ScamAssist services are provided to members on an "as is" and "as available" basis. Without limiting the foregoing, Iris and its affiliates, agents, partners, and subsidiaries disclaim to the maximum extent allowed by law any warranties, express or implied, of merchantability, fitness for a particular purpose, or non-infringement in connection with ScamAssist.

By asking us to evaluate a contact, offer or solicitation through ScamAssist, you agree: 1) that ScamAssist helps to determine whether an offer or solicitation is legitimate or poses an apparent threat, but it may not necessarily detect all threats; 2) that Iris is not responsible or liable for the availability, accuracy, or effectiveness of the techniques, products, tools, or resources used by Iris in its ScamAssist service; 3) that any references or links to websites or resources that Iris may send to you in response to your case do not imply any endorsement by Iris of the content, products, or services of such websites or resources; 4) that by using ScamAssist, you understand that Iris cannot and does not guarantee the safety of items checked using ScamAssist; and 5) that you assume all responsibility and risk arising from using, "clicking on," responding to, or otherwise engaging with any offer or solicitation that you may receive.