

Data Breach Solutions – Truidentity – Pricing

The Truidentity for Data Breach pricing structure is dependent on the following.

1. The projected number of affected users
2. The desired modules to be provided
3. Your chosen cost structure

Our solution was developed with a focus on providing a responsive, adaptive, mobile-optimised and user-friendly credit monitoring solution, contributing to an improved consumer experience. This is evident by our market leading adoption rate averaging 15% across all incidents, globally.

The adoption level for Truidentity will vary though depending on several factors including:

- The type of data breach
- The population size
- Who is affected e.g. employees or customers
- The sector of the breached organisation

We offer two pricing models to choose from:

1. Issuance – with billing based on the total number of access codes provided (irrespective of overall adoption level)
2. Redemption – with billing based on the total number of successful activations

The decision on which model is likely to be the most cost effective can be discussed with your dedicated Account Manager.

Pricing – Issuance – Truidentity UK

Bandings	NEW	2 Years
Up to 72	£500.00	£500 for up to 42 or £11.80 up to 72
73 - 1,000	£6.90	£11.73
1,001 - 5,000	£4.65	£7.91
5,001 - 10,000	£3.80	£6.46
10,001 - 25,000	£3.45	£5.87
25,001 - 50,000	£3.05	£5.19
50,001 - 75,000	£2.80	£4.76
75,001 - 100,000	£2.40	£4.08
100,001 - 250,000	£0.92	£1.56
250,000 - 500,000	£0.48	£0.82
500,001 - 1,000,000	£0.43	£0.73

Pricing and billing are based on the volume tier of activation codes issued per incident.

Activation codes typically expire 90 days after issuance.

Pricing – Redemption – TrueIdentity UK

Bandings	NEW	2 Years	Min Redemption %
250 – 5,000	£28.00	£47.60	7.00%
5,001 – 10,000	£22.00	£37.40	6.00%
10,001 – 25,000	£18.25	£31.03	5.00%
25,001 – 75,000	£17.22	£29.27	4.00%
75,001 – 150,000	£14.25	£24.23	3.50%
150,001 – 300,000	£9.50	£16.15	3.00%
300,001 – 500,000	£8.14	£13.84	2.50%
500,001 – 1,000,000	£7.52	£12.78	2.00%

Pricing is based on the volume tier of activation codes issued per incident.

Billing is based on the volume of activation codes redeemed per incident.

Activation codes expiry is customizable based on incident specifications.

API Fees

N/A

Notes

Pricing excludes VAT