defend-id

APPROVED LANGUAGE · 2026

# *Say it right. Protect the client, yourself and defend-id.*

| SAY THIS | NOT THIS |
|---|---|
| "defend-id helps you prepare for, respond to and recover from incidents." | "defend-id prevents breaches." / "You'll never be hacked." |
| "Vulnerability scanning gives you visibility into potential exposure." | "We monitor your network 24/7." (Scanning is not active network or firewall monitoring.) |
| "Privacy professionals determine whether an incident is reportable and give you a response plan." | "We'll handle your breach for you." / "You'll stay compliant no matter what." |
| "Supports documentation requirements for regulations like FERPA and GLBA." | "Makes you HIPAA compliant." / "Guarantees compliance." |
| "A dedicated Recovery Advocate handles the restoration process, start to finish." | "Your identity will be restored in X days." |
| "Comprehensive includes up to $1,000,000 in identity theft reimbursement insurance per employee for eligible expenses." | "$1 million covers anything you lose." |
| "Essentials includes recovery for every employee. Monitoring is an optional, employee-paid add-on." | "Essentials includes monitoring for your team." |
| "Pricing is $99 a month, plus $5.99 per employee for Comprehensive." | "I can get you a better rate." / Any custom or discounted price. |

## RULES

- Use only the 2026 materials in this toolbox. Don't edit them or create your own versions with defend-id's name or logo.
- Write the company name as **defend-id**: lowercase, with the hyphen.
- Don't quote statistics that aren't in these materials, and don't promise a setup time or go-live date.
- Don't describe insurance terms beyond what's written here. Coverage is subject to policy terms, conditions and exclusions. Send coverage questions to defend-id.
- Don't collect Social Security numbers. The census asks for name, date of birth and contact information only.
- Don't make claims about other providers' products.
- Partners don't have authority to change pricing or terms.
- When you're not sure, ask before you say it: sales@defend-id.com or 803-232-5675.