



U.S. Bank expands consumer protection tools with new identity, privacy and credit monitoring service

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U.S. Bank Protect 360 helps clients monitor credit activity, track identity risks and can automatically remove personal information from exposed sites

U.S. Bank Protect 360: Key Facts

- Protect 360 is now available to help clients monitor and take action when credit, identity and privacy risks are found on the dark web.
- Protect 360 is available within the U.S. Bank Mobile App and online banking experience.
- The service is available at no additional cost via Protect 360 Essentials, with the option to upgrade to a fee-based Protect 360 Premium subscription to access enhanced protections.

MINNEAPOLIS--(BUSINESS WIRE)-- As consumers face increasing threats to their identity, privacy and financial information, U.S. Bank today launched [Protect 360](#)¹, a new service that helps simplify how clients monitor credit activity, identify privacy risks and take action when personal information may be exposed, available in two tiers: Essentials at no additional cost or Premium for a monthly fee.

U.S. Bank Protect 360 brings together credit monitoring, identity protection, and data privacy features all within the existing U.S. Bank digital experience.

Protect 360 brings together credit monitoring, identity protection, and data privacy features within the existing U.S. Bank experience –

providing clients with increased visibility to digital risks and simple next steps when further action is needed. Clients can enroll in Protect 360 Essentials at no additional cost, with an option to upgrade to a fee-based Protect 360 Premium subscription to access enhanced protections and up to \$1 million in identity theft coverage.

“Fraud, scams and the exposure of personal information have become an everyday reality for consumers, making basic monitoring tools almost a baseline expectation. But consumers want more than alerts after the fact, they want help understanding where they're vulnerable and what steps they can take to better protect themselves,” said Arijit Roy, head of consumer and business banking products at U.S. Bank. “Protect 360 is designed to provide a more proactive line of defense, helping clients stay informed, take action sooner and regain control of their digital and financial lives.”

With Protect 360, clients can:

- Monitor changes to their credit profile
- Receive alerts when personal information appears on data broker sites
- Identify potential exposure of sensitive personal information
- Remove information from exposed sites with Protect 360 Essentials guidance
- Automate removal of information from exposed sites with Protect 360 Premium
- Access up to \$1 million in identity theft protection with Protect 360 Premium

Protect 360 is available via the U.S. Bank Mobile App and online banking. Eligible clients can access Protect 360 Essentials at no additional cost and upgrade to Protect 360 Premium for \$9.99 per month plus applicable sales tax with a U.S. Bank checking or savings account. The new service replaces the existing U.S. Bank credit monitoring experience, expanding beyond credit insights to include identity, privacy and security protections.

Protect 360 is the latest enhancement aimed at helping clients simplify and protect their financial lives, adding value to core everyday banking products including [U.S. Bank Smartly® Checking](#), [U.S. Bank Smartly® Savings](#), and [U.S. Bank Smartly™ Visa Signature® card](#).

Learn more about Protect 360 at usbank.com/protect360.

About U.S. Bank

Headquartered in Minneapolis, U.S. Bancorp is the parent company of U.S. Bank National Association, the fifth-largest commercial bank in the United States. The company's three major business lines serve 15 million clients globally, and its team of nearly 70,000 people invest their hearts and minds to power human potential every day. Ranked 110th on the Fortune 500, U.S. Bancorp is deeply respected

for its culture and long-term stewardship and admired for its diversified business mix and product capabilities.

Disclosures:

Credit products offered by U.S. Bank National Association and subject to credit approval. Deposit products are offered by U.S. Bank National Association. Member FDIC.

1. Terms, conditions, and eligibility requirements apply. Please review the [U.S. Bank Protect 360 Terms of Use \(PDF\)](#) for complete details. Free credit score access, alerts and credit score forecast through U.S. Bank Protect360 are available to U.S. Bank online and mobile banking customers only. Alerts require a TransUnion database match. It is possible that some enrolled members may not qualify for alert functionality. The free VantageScore[®] credit score from TransUnion[®] is for educational purposes only and is not used by U.S. Bank to make credit decisions. You can cancel Protect 360 at any time through the U.S. Bank Mobile App, online banking, by calling 800-USBANKS (872-2657) or by visiting a branch. Deposit products are offered by U.S. Bank National Association. Member FDIC.

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