

## [LifeLock Versus Other Identity Theft Options](#)

Just as you wouldn't buy a car without looking at the different types of vehicles available, you wouldn't choose an Identity Theft Protection company without first looking at the services provided by each company. With their CEO, Todd Davis, confidently displaying his social security number on national TV, LifeLock is giving its competitors a run for their money. Just how does LifeLock keep their CEO and members feeling confident? The following 5 ways detail how LifeLock compares to other identity theft protection companies.

The first way LifeLock differs from most identity theft companies is that LifeLock offers preventive services. LifeLock actually prevents identity theft from occurring by setting fraud alerts on your credit files with all 3 credit bureaus. While most companies merely monitor the activity on your credit report, LifeLock goes a step further by initiating the requirement that you verify your request for credit before activity can occur on your credit report.

Second, LifeLock provides you with a copy of your credit report from all three credit bureaus on an annual basis. This enables you to review your credit files to see if there has been any unauthorized use of your personal information to open fraudulent accounts. Although some identity theft companies only pull credit reports from one bureau, LifeLock pulls from all three bureaus giving you a greater ability to see any activity on your credit report.

Third, LifeLock keeps a "lock" on your personal information by ensuring that your name is removed from junk mail registers, pre-approved credit card mailing lists and that you are on the "do-not-call" lists. By doing this, the avenues thieves use to secure credit cards in your name or to gather your credit card information are "locked." In addition to preventing identity theft via snail mail and the telephone, LifeLock offers eRecon and TrueAddress services to monitor websites and national databases for illegal use of your personal information or for unusual changes to your personal information.

Fourth, LifeLock further protects you and your family's identity by protecting your children's identity as well as your identity. A child's identity can be stolen and never realized until the child is in high school or even college. By providing identity theft protection services for your children up to age 16, LifeLock leaves no chances of your family falling prey to identity theft criminals.

Fifth, LifeLock offers two services that save you time, effort, and worry in the event that your identity is stolen or fraudulent activity occurs. If your wallet is ever stolen, through LifeLock's WalletLock program, LifeLock will provide an agent to assist you in cancelling all credit cards that were in your wallet and in contacting the necessary institutions to get your identification cards re-processed. LifeLock also offers a \$1,000,000 full service guarantee that if someone steals your identity while you are a member of LifeLock, they will cover the costs associated with recovering your good name, credit and stolen money.

With the growing number of identity theft protection companies, it is important to know how each company stacks-up to their competitors before deciding which company to use to protect your identity. LifeLock's identity theft prevention services place LifeLock among the leading companies that provide identity theft protection services.

### About the Author

Jed Jenson covers [identity theft services](#). To see other [identity theft service reviews](#), read on.

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