



Conversation Starters & Overcoming Objections

Conversation Starters

Virtual Private Network (VPN)

Do you ever use a public WiFi such as at a coffee shop, a retail store, airport, or hotel?

Many places have free WiFi but how do you know if it is secure or if it is even legitimate? Just because you recognize the name of a WiFi connection doesn't mean it is really that WiFi network. It could actually be an imposter WiFi set up by a hacker who wants to steal your data. Even if it is a legitimate connection, public WiFi networks are often unsecure and vulnerable to cybercriminals who can intercept your data. Think about all of the private information you share online such as passwords, credit card numbers, financial information, or even medical information. Using a VPN will help keep your information from falling into the wrong hands.

Safe Browsing

Have you ever visited a website that you thought might be unsafe or not legitimate?

It's easy to accidentally visit an unsafe website, and it can wreak havoc on your device by installing malware, viruses, ransomware, spyware, and more. Some websites can trick you into revealing personal information such as your login credentials, account numbers, your social insurance number and other sensitive information. Much of the time, you won't even know you're headed to a bad website. **IDSeal Titan's Safe Browsing** feature will warn you before it's too late.

Overcoming Objections

"I don't use public WiFi or travel"

Response: Great! That's a good start to protecting your information but your information is still vulnerable. Whenever you use the internet, your internet service provider (ISP), the websites you visit, hackers, and others can generally see everything you do online. They can link your online activities to your identity and location. A VPN offers an additional layer of security for your home network and protects your privacy. With a VPN, even your ISP won't be able to track you.

"I'm always careful on the internet"

Response: You should always be as careful as possible online, however no matter how careful we are, it can still be easy to fall prey to a sophisticated scammer. IDSeal Titan keeps websites from tracking where you go, what you do, and what you buy, and limits your personal digital information from being accessed by malicious criminals. And, **IDSeal Titan's Safe Browsing** feature guards against unsafe websites, hacking attempts, malicious scripts, and other online threats.

Conversation Starters

Digital Fingerprint Scrambler

Do you shop online then get followed around the web with ads for whatever you searched for?

Here's why that happens: advertisers use information that has been compiled using your browsing habits to place ads targeted just for you. You know who else can use that information? Cyberthieves.

You probably don't realize that when you go online, behind the scenes there are companies, separate from the website you are visiting, that are tracking your activity and collecting data on your browsing patterns. These companies use the data to assemble a profile of you. This data is stored on your computer, and if a cyberthief gets access to it they can use it to obtain your financial information such as bank or investment accounts, or even take out a loan in your name!

In fact, researchers at Princeton University have issued warnings about web tracking firms and their ability to abuse password mechanisms to steal usernames and email addresses, increasing the risk of cybertheft. To help prevent this, they advise users to install ad blockers or protection extensions to prevent third-party tracking.

Overcoming Objections

"I rarely shop online"

Response: I understand that you don't often shop online but all of your browsing data and search history is still being tracked. Websites take information that's unique to your device and combine it with your online behavior to create a personal profile of your digital identity. It may not be connected with your personal identity, but it can include details such as your interests, age, religion, medical issues, income, expenses, shopping habits, and other highly personal information. Even using "Private" or "Incognito" mode won't stop you from being identified because your profile is so unique.

IDSeal Titan scrambles your digital fingerprint to keep your online activity private.



Conversation Starters

Sensitive Document Detection & Vault

Do you keep important personal information on your device such as tax returns, financial docs?

Most of us keep a lot of important and confidential information on our computers, such as tax returns, bank statements, Explanation of Benefits medical forms, and credit reports, just to name a few. If your device is lost or stolen, or if a cybercriminal hacked into it, these documents could be exposed. IDSeal Titan has a Sensitive Document Scanner and Encrypted Documents Vault that can help to protect that from happening.

IDSeal Titan scans your device for sensitive documents and gives you the opportunity to encrypt them and move them into a hidden vault on your device that only you can access.

Did you know that your login credentials and passwords can be stored on your device and in your browsers and cybercriminals could access these?

IDSeal Titan scans your device and locates login credentials that may be stored on your device. You can then either remove them or encrypt them and save them in a hidden vault on your device that only you can access.

Do you work from home?

According to the FBI, cybercrime during the pandemic has significantly increased as cybercriminals are actively targeting people who are working from home. In fact, there has been a 30,000% increase in suspicious messages targeting people who work from home since the pandemic started.⁹

Overcoming Objections

"I have nothing to hide"

Response: I get it. But do you know that cybercriminals and hackers might attempt to take control of your webcam and even turn it on without your permission? It's a fairly common tactic for ransomware and other malware. This type of attack can target anyone. Ransomware attempts try to take control of anything that can be used to make money.

Microphone and Webcam blocking is a solution for this problem. IDSeal Titan blocks your microphone and your webcam at the port so nobody can listen in or see what you are doing without your knowledge.

Conversation Starters

Ad Blocker

How do you feel about pop-up ads or banners that slow down your browsing?

We don't like them either. IDSeal Titan has an Ad Blocker that will prevent all those pesky ads from even loading, and it will speed up your browsing experience. It will also keep those advertisers from tracking your behavior and prevent ads from showing up in the future when online.

Ad Blockers also can help protect your privacy. Some Ads will load scripts that track your browsing even if you don't click on the ad. By using an Ad blocker you can prevent the ad from showing, which also keeps it from loading a tracking script.

Microphone and Webcam Blocker

Did you know that you might be watched or listened to from the camera on your PC or phone?

Have you ever discussed your favourite shoes with your friend and then find it on social media the next day? If you thought someone was listening in on you, you're right! Lots of apps use your microphone and listen in. You know who else could be listening in on you? Cybercriminals and hackers. They are also able to take over your webcam and spy on you.

Overcoming Objections

"I already have VPN/Antivirus/Ad blocker/etc"

Response: It's great that you take cybersecurity seriously and have taken some steps to ensure your personal protection. Although you already have this security feature, would you do me a favour? Would you allow me to show you a comparison of products just to be sure you are not missing something important?

IDSeal Titan has 15 features in one comprehensive solution that work to keep your device secure and protect your privacy. No other solution has all of these in one package. Plus IDSeal Titan comes with 2 terabytes of Cloud Backup that allows you to backup data on a secure remote server and restore that data to the original location or to an alternate device from anywhere with an internet connection.



Conversation Starters

Browsing Tracks Scanner & Cleaner

Did you know that you are tracked online and this information is stored on your device?

Every time you go online, items that track your browsing patterns, such as browsing history, cookies, website data, and other information are stored on your device and some of these items can be malicious. Clearing your browsing history and deleting cookies won't completely remove all of these items from your device. IDSeal Titan's Browsing Tracks Scanner & Cleaner deep-cleans your device and reduces the chance that your information can be stolen by cybercriminals and used for malicious purposes.

Cloud Backup

What would happen if you lost all the files on your computer or if it were damaged, lost or stolen?

IDSeal Titan has up to 2 terabytes of Cloud Backup that allows you to backup your data on a secure remote server and restore that data to the original location or to an alternate device from anywhere with an internet connection. If your files or pictures on your device are corrupted or inadvertently deleted, you can download all of your backed-up data or just selected files using the restoration wizard in the desktop software. If your device is damaged, lost or stolen you can restore your data to a new device through your online account.

Overcoming Objections

"I use a free cloud backup service"

Response: That's great that you already have cloud backup service but do you want limited backup or 2 terabytes of hassle free cloud backup for your important files and information? IDSeal's Cloud Backup is 2 terabytes. Most free services don't provide enough space to store all of your videos, pictures as well as all of your files.

