Why Passwords are IMPORTANT

> Treat your password like your toothbrush. Don't let anybody else use it, and get a new one every 6 months.

How do you compare to everyone else?

69% don't worry about the security of their passwords

65% memorize their passwords

41% share passwords with others

39% use the same or similar password for all accounts

28% don't lock the home screen their phones

Simple passwords lead to identity theft

41% have encountered fraudulent charges on their credit cards

16% say someone has taken over their email accounts

14% say someone has attempted to take out a loan in their name

7% have had their identity stolen

USE LONG, HARD-TO-GUESS PASSWORDS AND A DIFFERENT ONE FOR EVERY ACCOUNT.

Source: Pew Internet, NBC News

Protective
Life Insurance Company