

A photograph of a modern office interior, viewed through a large glass window at night. The office is illuminated from within, showing a desk with a chair, bookshelves, and potted plants. The text is overlaid on the image.

High Net Worth Case Study: A Family's Digital Shield

When wealth and visibility increase, digital privacy becomes the family's first line of defense.

Executive Summary

A prominent family with a net worth exceeding \$5 million turned to Hush after growing concerns about online privacy, digital impersonation, and social media exposure involving their teenage children. As a business-owning household with a strong reputation in their community, they recognized that their wealth made them a bigger target for fraud, harassment, and reputational damage. Hush's AI-powered platform helped uncover over 120 digital vulnerabilities and guided the family toward a stronger, more informed digital posture—empowering them to live and operate with confidence.

Client Profile

A family of five based in the Midwest, known locally for their philanthropic work and business leadership. The parents manage a successful enterprise and are deeply involved in their community, while their three children, ranging from ages 13 to 19, maintain active online lives typical of their generation. While tech-aware, the family had no formal plan in place to manage digital threats.

Challenges Faced

Even with a general understanding of online risks, the family had not grasped the full scope of their exposure. Their concerns included:

- Increased visibility on people-search and data broker sites
- Exposure of children's unlocked and public social media profiles
- High risk of impersonation due to the business owner's public visibility
- General uncertainty about how to address digital threats without disrupting daily life

A tipping point came when a friend flagged a suspicious online account impersonating the family patriarch. That, coupled with concerns about their teenagers' online activity, prompted the family to take decisive action.

Solution: Implementing Hush

Hush conducted a comprehensive digital scan and identified over 120 privacy vulnerabilities across the family. This included exposed addresses, phone numbers, children's public-facing profiles, and impersonation accounts.

The Hush team worked closely with the family to:

- Remove their personally identifiable information from major data broker sites, reducing visibility on Google search
- Lock down the children's social media accounts and provide guidelines for safer online engagement
- Take down a fraudulent social media profile impersonating the family's business owner
- Educate the entire family through personalized reporting and sessions that raised awareness of social engineering tactics and modern digital risks

Within three to six months, the family saw a significant reduction in online exposure and increased confidence in their ability to manage digital privacy.

Results

Over 120 vulnerabilities identified and triaged	Children's social profiles secured and privacy settings updated
Impersonation account successfully removed	Dramatic reduction in PII visibility across public and broker platforms
Increased digital literacy and family-wide awareness of online threats	

Conclusion

This family's experience is a reminder that wealth and visibility often come with hidden digital risks. By partnering with Hush, they not only resolved immediate threats but also developed a proactive mindset around privacy, what they now call "polite paranoia." Today, they feel empowered, better informed, and appropriately protected for the digital age.