

## 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.

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## Additional Questions?

If you have any questions or would like additional information, please don't hesitate to contact us using information below.