

FACTS ABOUT DIGITAL ASSETS



Americans own a combined value of
\$3 trillion
in digital assets today¹



The average American has
OVER 130
online or digital accounts²



One in five
adults has invested in, traded, or used
cryptocurrency³



2.4 million
deceased Americans
have their identity
stolen each year⁴



70%
of people want their online activities
to remain private after their death⁵

PLANNING ACTION STEPS

Inventory your digital
assets

Make a list of all of your
digital assets

Make sure they can be
found when needed

Document your wishes

Decide if you want each
asset to remain private, be
inherited by a loved one, or
made into a memorial
account

Designate a cyber
successor

*Hint: pick someone who is
tech savvy enough that they
will not be overwhelmed by
the task*

Online platforms have differing
policies regarding what happens
when someone passes away or is
no longer able to access the
platform. Moreover, laws regarding
digital estate planning are still
developing.

*Contact us to learn how an
estate planning professional
can help.*

WHY YOU SHOULD PRIORITIZE PLANNING FOR YOUR DIGITAL FOOTPRINT:



Make it easier for
your family to find
your accounts, user
names, and
passwords



Prevent
identity theft



Avoid unexpected
probate
costs at your
death



Pass on digital
assets to
intended
individuals



Keep secret things
secret (e.g., your
social media direct
messages)

TYPES OF DIGITAL ASSETS



Photos
and
Videos



Social Media
Content



Email
Accounts



Financial
Accounts



Merchant
Accounts
(Amazon,
Ebay, Etsy)



Loyalty
Programs
(Airline Miles,
Hotels)



Virtual
Currency
(Bitcoin)

¹ Exec. Order on Ensuring Responsible Development of Digital Assets, The White House Briefing Room (Mar. 9, 2022), <https://www.whitehouse.gov/briefing-room/presidential-actions/2022/03/09/executive-order-on-ensuring-responsible-development-of-digital-assets/>.

² Dashlane Study: US Internet Users Drowning in Online Accounts—With Further Tidal Wave Approaching, PRWeb (July 23, 2015), <https://www.prweb.com/releases/2015/07/prweb12860738.htm>.

³ Thomas Franck, One in five adults has invested in, traded or used cryptocurrency, NBC News poll shows, CNBC (Mar. 31, 2022), <https://www.cnbc.com/2022/03/31/cryptocurrency-news-21percent-of-adults-have-traded-or-used-crypto-nbc-poll-shows.html>.

⁴ Decedent Information, NetChoice (last visited Sept. 29, 2022), <https://netchoice.org/decedent-information/>.

⁵ Blake Ellis, Millions of dead people get identities stolen, CNN Money (Apr. 24, 2012), <https://money.cnn.com/2012/04/24/pf/identity-theft-dead-people/index.htm>.