



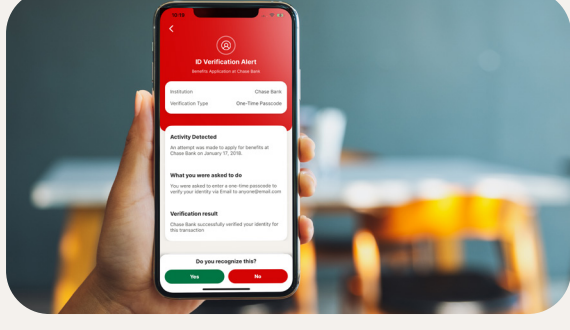
# Partnering for Cyber Safety

- ✓ Help reduce insured risk.
- ✓ Support customers' online safety.
- ✓ Add additional value to your current portfolio and boost customer engagement.



## A Cyber Safety Partnership

Combining cyber insurance with cybersecurity creates a compelling offering that helps your customers address the cybersecurity challenges they face everyday.



### Inform and engage with your customers

We will alert your customers of potential risks to their identity and privacy. Differentiate your services and increase customer loyalty with our suite of cyber safety solutions.

### Of consumers surveyed...



**Customers look for help to protect their digital lives in much the same as they buy insurance for cars, homes and healthcare.**

## Your customers could be at risk

How consumers were most often scammed in the last year<sup>2</sup>



**44%**  
Text



**42%**  
Email



**37%**  
Social media



More than  
**\$25 billion**  
was lost to cybercrime in 2022 in the U.S.

Data breaches, phishing attacks, and compromised social media accounts can leave your customers vulnerable to identity theft and fraud. Norton enables you to help safeguard your customers' sensitive data and help prevent them from:

- ✓ Financial loss
- ✓ Hours of remediation
- ✓ Legal consequences
- ✓ Emotional distress

## Why partner with us?

A well-recognized brand and an experienced partner growth team can help you build a valuable and differentiated offer for your customers.



**Norton is the most recognized Cyber Safety brand globally.**<sup>4</sup>



**Millions of customers trust us with their personal information.**



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AV-TEST  
"Best Protection 2022 Award"  
for Norton 360, Jan-Dec 2022.

## We deliver real value for your customers

Our Cyber Safety solutions help insurers protect their customers online by delivering superior, easy-to-deploy security as a value-added service.



### DEVICE SECURITY

Dependable protection against spyware, malware and ransomware, as well as malicious websites and phishing links.

### ONLINE PRIVACY



Help protect your customers when they're online with encryption and anti-track technology.



### FAMILY

Help your customers foster a healthy digital life for their children to keep them safer online.

API

SDKs

### IDENTITY



Identity theft can be traumatic for a customer. LifeLock identity solutions help your customers better protect their identity.

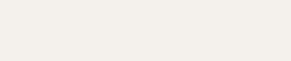
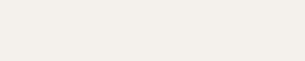
## We are here for our partners and their customers

We have over four decades of consumer cybersecurity experience. Partners trust our cybersecurity solutions and dedicated channel-enablement teams to help deliver security and outstanding results.

### Contact us today

Email: [NAMpartners@gendigital.com](mailto:NAMpartners@gendigital.com)

Web: [Norton.com/partner](https://norton.com/partner)



No one can prevent all cybercrime or identity theft.

1 - Based on an online survey of 7080 adults in the United States, United Kingdom, Germany, France, Spain, Italy and Poland, conducted by Dynata on behalf of Gen from June 29th to July 10th, 2023.

2 - Based on an online survey of 1,005 U.S. adults conducted on behalf of Gen, May 2023.

3 - Based on an online survey of 1001 adults in the US, of which, 445 experienced cybercrime in the past 12 months. Conducted by The Harris Poll on behalf of Gen™ (formerly NortonLifeLock), November - December 2022.

4 - Countries: United States, United Kingdom, Germany, France, Australia, Japan, India, Spain, Italy, Canada, Brazil, Czech Republic, Poland. Survey timing: Sept-Oct. 2022. Total Respondents 11,539.

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