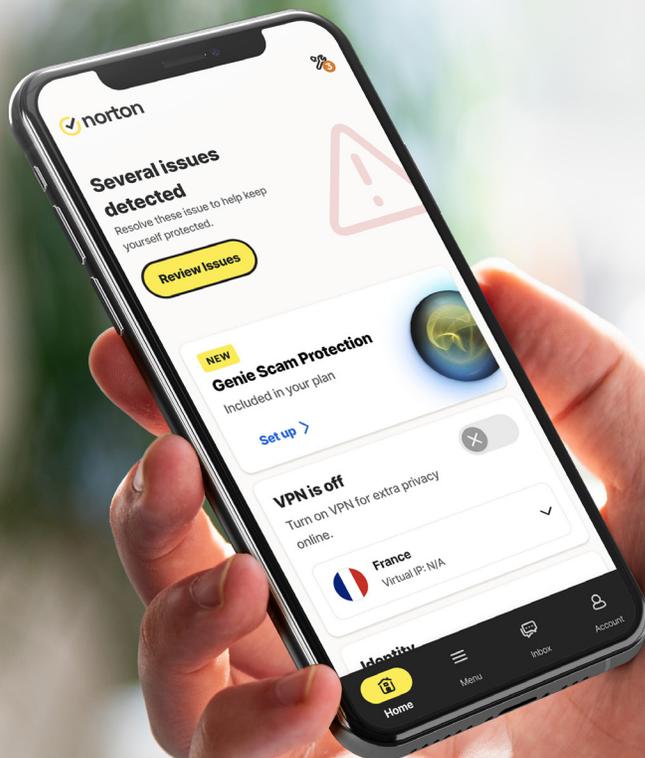




Help protect your customers against advanced scams with Norton

Empower your customers with AI-driven tools to help outsmart scams and stay secure in a evolving digital threat landscape





Smarter scams demand smarter solutions

Cyberthreats have evolved, and today's scams are more sophisticated and dangerous than ever. We'll help you safeguard your customers in this rapidly changing digital world with AI-powered protection that's designed to outsmart even the most advanced threats.

Why scam protection matters

Today's threats go beyond malware. Scammers now use cutting-edge tools like AI to create highly convincing phishing attempts, deepfake videos, and synthesized voice messages. These advanced tactics make scams harder to detect and pose a significant risk to individuals and businesses alike. Social media platforms, messaging apps, and email services have become prime targets for these scams, each demanding unique defenses.

Scams are becoming more complex and advanced. In fact, in the UK alone:

 **£11.4 billion**

Scammers **stole £11.4 billion from consumers** over the last 12 months*

 **61%**

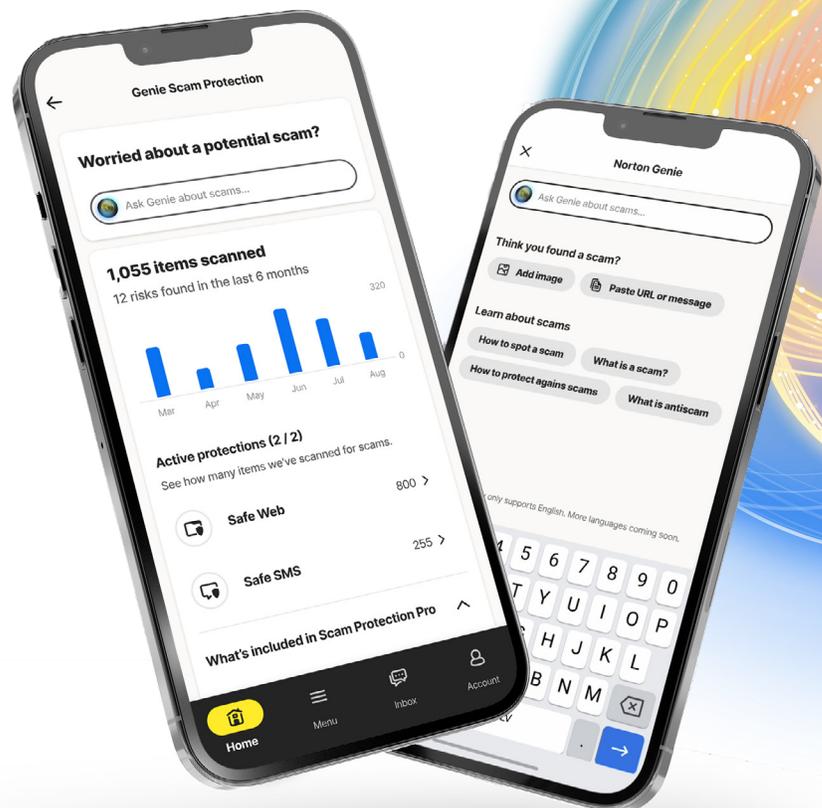
61% of consumers say they encounter scams **at least once a month***

 **60%**

60% of consumers say their **trust online has declined** because of scams*

 **£213.7 million**

Losses due to **authorised push payment scams** were £213.7 million in the first six months of 2024**





Comprehensive AI-powered protection by Norton

Norton offers advanced features powered by AI to help secure your customers' online experience and help protect them against scams, no matter where they are.



Norton Genie Assistant

A built-in AI assistant that is just a tap away to help your customers navigate suspicious websites and SMS messages and offer advice if they think they are being scammed. Navigate the digital world with confidence.



Safe SMS

Detects sophisticated scams in text messages. Your customers can enjoy peace of mind when checking their messages.



Safe Web

Advanced AI checks the web pages your customers browse and shop, to help protect against hidden scams, helping to ensure their online experience is secure.



Scam Protection Dashboard

Customers can stay informed with a clear overview of their protection, see where Norton is helping to protect them, see what their most common risk areas are, and explore additional anti-scam tools.



Private Browser

A browser built to block advanced phishing scams⁷ and help keep annoying ads away, while your customers browse, bank, and shop, so they'll know the page they're visiting is safe.





Partner with Norton and stay ahead of scammers

Scammers are using advanced tools—but so are we. Partner with Norton to provide proactive, AI-powered solutions to help keep your customers safe in a world of evolving threats.

From spotting hidden online threats to detecting scams in text messages, and providing a built-in AI assistant, Norton’s comprehensive scam protection helps ensure your customers always one step ahead.

Partner with Norton to safeguard your customers against scams, increase loyalty and retention, unlock new revenue streams, and more. Visit norton.com/partner to learn more.

Partnering with industry leaders in:

- Retail and e-tail
- Original equipment manufacturers (OEMs)
- Telecommunications
- Financial services
- Affinity organizations
- Employee benefits

Trusted by industry leaders[†] around the world



*Source: <https://www.cifas.org.uk/newsroom/gasa-stateofscamsuk2024>

**Source: <https://www.ukfinance.org.uk/system/files/2024-10/Half%20Year%20Fraud%20Report%202024.pdf>

[†]Zero-day phishing protection not supported on Android and iOS.

Some features, such as Safe SMS, are only available on mobile.

Disclaimer: Some new scam protection features will become available to current Norton customers on a rolling basis.

[†]Any logos or trademarks displayed are the registered trademarks of their respective brands.

Scam protection coverage as part of identity theft benefits is currently available to all customers residing in the United States, including U.S. territories and the District of Columbia, with the exception of residents of New York. Gen Digital is not a licensed insurance producer. Benefits under the Master Policy are issued and covered by HSB Specialty Insurance Company. You can find further details and exclusions in the summary of benefits at www.norton.com/legal.

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