



# Cyber Safety for the Digital Generation

Help safeguard your identity, privacy, and security with all-in-one protection through Norton LifeLock Benefit Plans.

2025

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# Another Impactful Year of Data Breaches

## Total Compromises in 2024



**3,158**

**Total compromises**

44 Events Short of 23 All-Time-High



**1,350,835,988**

**Victim Notices**

211% increase YOY

### Top compromises by industry



**737**

Financial Services



**317**

Manufacturing



**536**

Healthcare



**173**

Education



**345**

Professional Services

### Total attack vectors:



**Cyberattacks**

2,525 breaches |  
1.2B victims



**System and  
human errors**

310 breaches /  
exposures | 116M victims



**Physical  
attacks**

33 breaches / exposures |  
189,000+ victims



**Supply  
chain attacks**

134 breaches /  
exposures | 203M victims

### Top 5 compromises by victim count:

Ticketmaster  
Entertainment, LLC

Change  
Healthcare

DemandScience  
by Pure Incubation

AT&T

MC2 Data



# Keep my personal information and finances safer

Identity and Financial Protection



# Identity and Financial Protection

## Identity & Social Security Alerts



We monitor our network and alert you if we detect a bank, utility or other company (i.e. phone carrier) attempting to verify your identity so you can take action to help protect your identity, if this was not initiated by you.

## Million Dollar Protection Package



If you became a victim of identity theft, you will be covered for personal expenses you incur and money stolen as a result of identity theft, and we will provide lawyers and experts, up to \$1 million, if needed to help resolve your case.

## Bank Account Takeover Alerts



Smart identity thieves use their computers to take over accounts or add new account holders to existing accounts. LifeLock helps protect your finances by monitoring for these changes and alerting you.

## Checking & Savings Account Application Alerts



Continuously searches for your personal information in new bank account applications at national banks, local banks, and credit unions.

## Dark Web Monitoring



LifeLock patrols the Dark Web and notifies you if we find your information, such as your username, password, IP address, or gamer tag.

# Million Dollar Protection Package

Up to  
**\$1 Million**  
for Lawyers  
and Experts

If needed, we'll retain lawyers and experts directly on behalf of our member to help solve their identity theft

Up to  
**\$1 Million**  
for Expense  
Reimbursement

We reimburse expenses resulting from identity theft like childcare, travel, document replacement, and lost wages

Up to  
**\$1 Million**  
for Stolen Funds  
Reimbursement

We'll reimburse money directly back to the member if they have stolen funds from their bank, investment, or credit accounts due to identity theft

## Our extensive safety net for employees if needed

- Up to **\$3 million** in coverage for each eligible member, in the rare event it's needed
- No limits on the number of claims a member can file in a year
- No limits on the number of occurrences for reimbursement
- No sub-limits to worry about
- Financial accounts not linked for monitoring may still be covered for reimbursement

# Threat Landscape



## Identity

There's a victim of identity theft every **5 seconds**.

Identity theft victims spent an **average of 17 hours** trying to resolve the fraud.



## Digital

**1 in 4** were targeted by scams in 2024.

Scam victims spent an **average of 21 hours resolving issues** caused by the scam.



## Privacy

Nearly **50%** of consumers have experienced a data breach.

If your info is exposed or stolen in a data breach, it can end up on the dark web where it can be sold for as little as **10 cents**.



## Financial

**70%** of scam victims were impacted financially.

**78% of employees** say money is a source of stress.

# A New Era of Digital and Financial Protections

Keep my personal information and finances safer



Identity and Financial Protection

Help protect my online life from scams and security threats



Digital Protection

Give me control of my personal data



Privacy Online

Help me understand my finances



Financial Wellness

# LifeLock with Norton Benefit

Essential

\$X.XX Employee  
\$X.XX Family

Premier

\$X.XX Employee  
\$X.XX Family

Premier Plus

\$X.XX Employee  
\$X.XX Family



Identity and  
Financial Protection

Keep my personal  
information and  
finances safer



Digital  
Protection

Help protect my online  
life from scams and  
security threats



Privacy  
Online

Give me control  
of my personal data



Financial  
Wellness

Help me manage  
my finances

- Monitoring & Alerts
- Dark Web Monitoring
- Identity Restoration & Support
- Identity Lock & Freeze Center
- Million Dollar Protection Package

- Anti-Virus
- Cloud Backup
- Parental Control
- Genie Scam Protection Pro  
**COMING SUMMER 2025\***
- Cyber Crime Insurance

- VPN
- Anti-Track
- Privacy Monitor Assistant **NEW**
- Password Manager
- Social Media Monitoring

- Credit Score Insights **NEW**
- Credit Monitoring
- Financial Monitoring
- Income & Expense Tracking  
**COMING FALL 2025\***



# Give me control of my personal data

Privacy Online

# Privacy Monitor Assistant

Available in Premier and Premier Plus

**Privacy Monitor Assistant helps employees  
regain control over their personal data:**



## Your information is exposed

We scan 200+ popular broker sites for your info.  
**(300+ brokers on target for Summer 2025)**



## You're opted out

After the initiating removal, our team will handle it  
from there.



## You get ongoing support & reporting

Re-scanning every 90-days lets you know if your  
data was reposted. We immediately begin removal and  
report progress back to you.

The image displays the Norton Privacy Monitor Assistant interface across multiple devices. On the laptop, a summary page shows that Jordan's info is for sale by 13 data broker websites. It includes a 'Submit Request' button and a 'View Details' button. On the smartphone, a step-by-step guide shows how to request removal. To the right, three data broker websites are shown: PublicRecordsNOW, BeenVerified.com, and IDtrue, each displaying personal information about 'Jordan Smith, 35' from 'Los Angeles, CA' and 'Portland, OR'. Each website has a 'Take me to' button and a 'Submit Request' button.

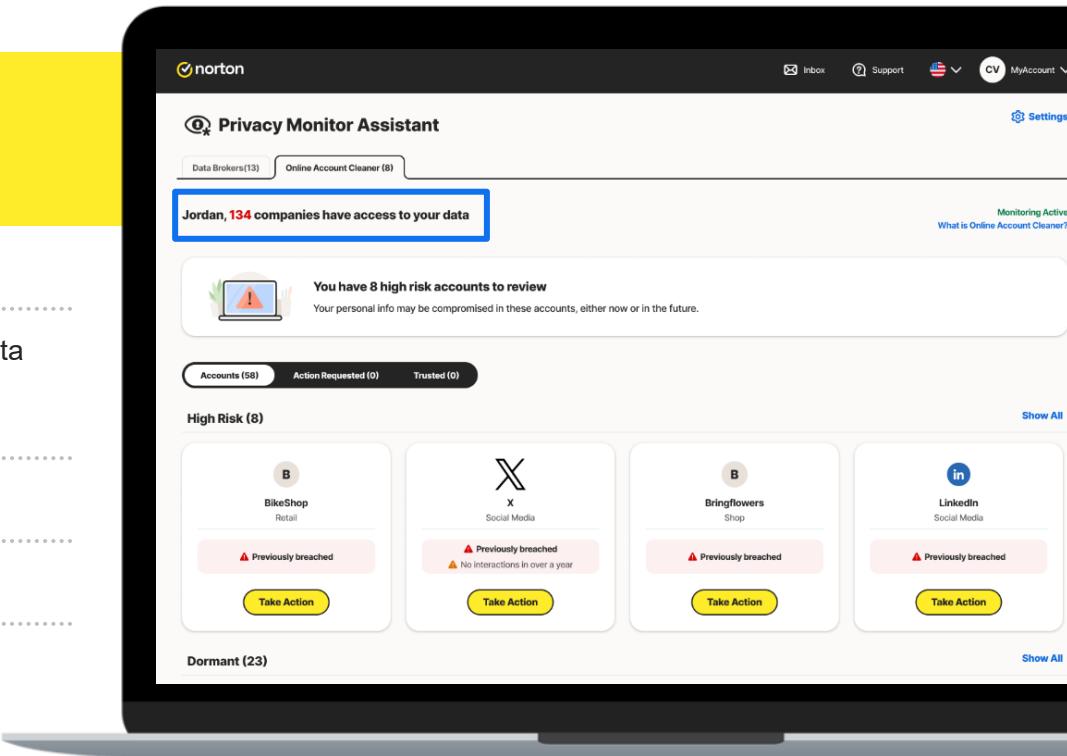
# Online Account Cleaner

Available in Premier and Premier Plus

Analyze your inbox and manage which companies have your data

- Highlights over **1,300 companies** that have your data
- Uncover old online accounts that hold your personal data and choose if you want to keep or delete them to help reduce your digital footprint and spam
- Request your data to be removed
- Manage your marketing subscriptions
- Or keep as trusted

1,300 Vendors → 2,300 Vendors (April 2025)





# Help protect my online life from scams and security threats

Introducing: Genie Scam Protection Pro

# The Scam Landscape

Market / FTC data report  
double-digit growth in scams YoY

NEARLY  
**3.4B**

Scam related losses  
reported in 2023



**1.6B**

scam texts are  
received every day

**25**

Number of scams the average  
American receives a week

**52%**

of Americans are concerned  
they will fall victim to a scam

**1 in 5**

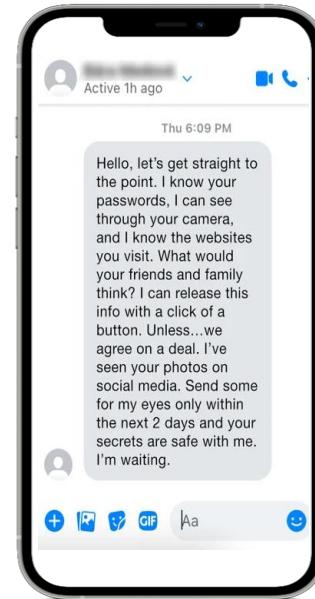
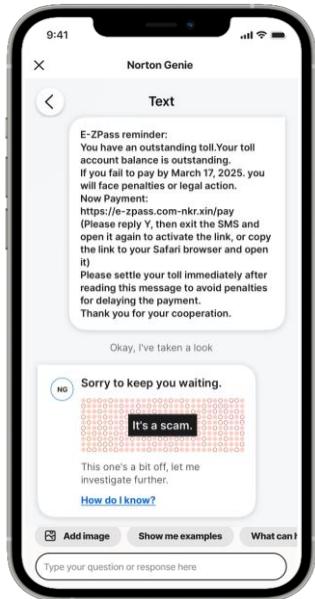
people have been victimized  
by scams in the past year

**\$10B**

Scam related losses reported  
in 2023

## Nearly 90% of blocked attacks are social engineering

- Traditional threats are not necessarily declining
- Scams, phishing, and malvertising are growing at a rapid pace taking up more share of threats blocked



# How does Genie spot scams others miss?

Genie's AI tech will be available in Norton LifeLock Benefit Plans Summer 2025\*

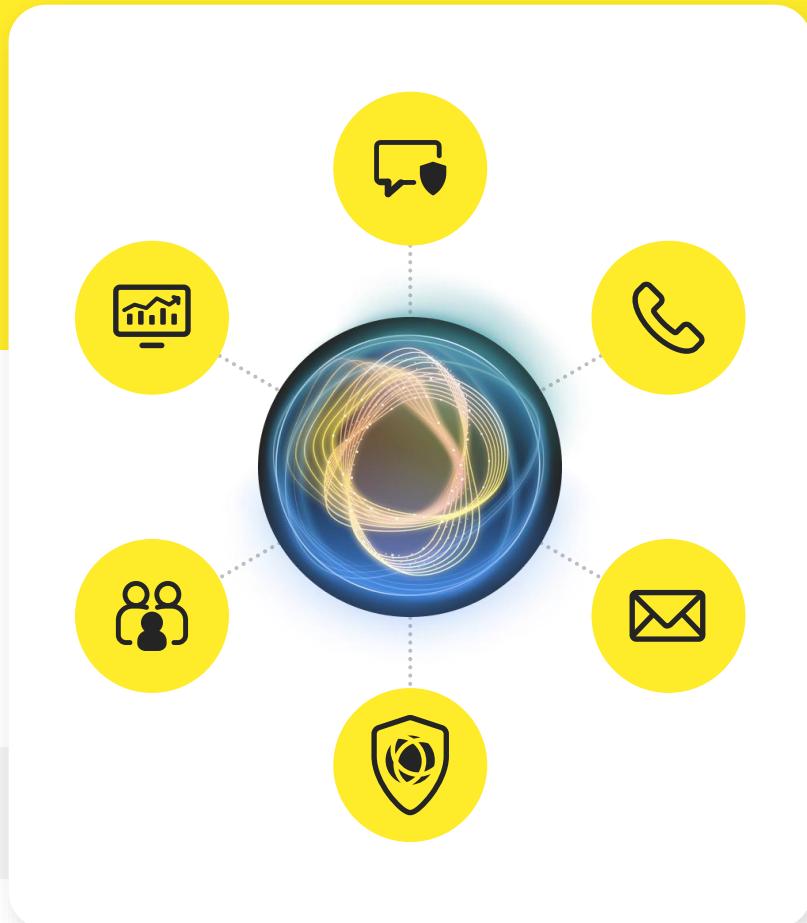
## Genie AI is a game-changer for security.

Norton's Genie AI engine doesn't just look for URLs to filter, it looks at the meaning of the message, in real time, without a user having to copy/paste a suspicious image, text, or URL into a separate app.

Advanced AI scam protection is always on, protecting the communication channels on which users will often be targeted by scammers.

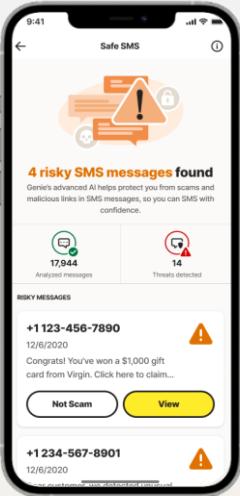


Users are better protected all the time with Norton Genie's AI engine.



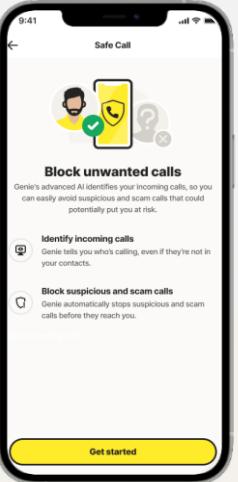
# Genie Scam Protection Pro

Launching Summer 2025



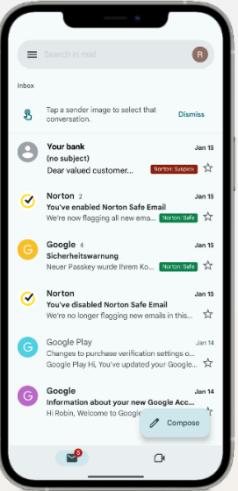
## Safe SMS

Detects sophisticated scams in text messages, giving you advanced protection against scams and peace of mind when checking your messages.



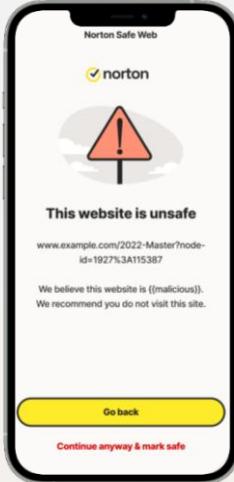
## Safe Call

Automatically blocks scam calls or labels incoming calls as scam, junk, or a business, so you'll know if you should answer.



## Safe Email

Proactively scans and flags both safe and suspicious emails, detecting sophisticated scams so you'll know it's a scam before opening.



## Safe Web

Helps protect you from scams when shopping or browsing online by checking for hidden scams in the pages you visit.



# Scam Support and Cyber Crime Insurance

We're on your side if you find a scam

Get the peace of mind of having someone to talk to should things go wrong, with up to **\$50,000 of coverage** for certain scams. In the unlikely event you become a victim, we'll help guide you, so you won't be left trying to recover money on your own.

An important and valuable supplement to our  
Million Dollar Protection Package

**Cyber Crime Insurance**  
available in Premier Plus  
and shareable across a  
member's family



Cyber Extortion  
Coverage



Social  
Engineering



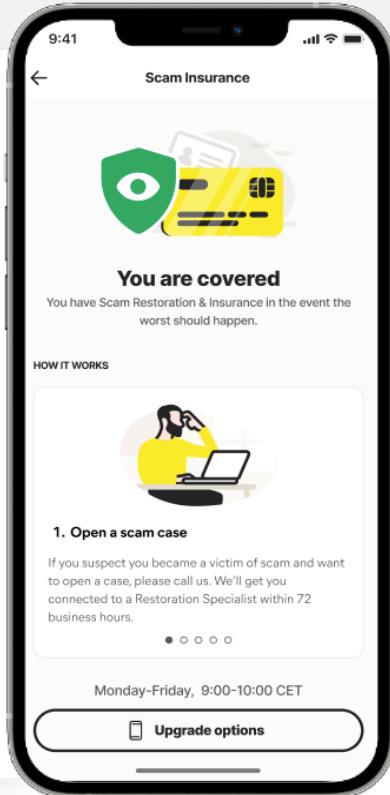
Data Recovery &  
System Restoration



Cyber  
Bullying



Digital  
Currency Crime





# Help me understand my finances

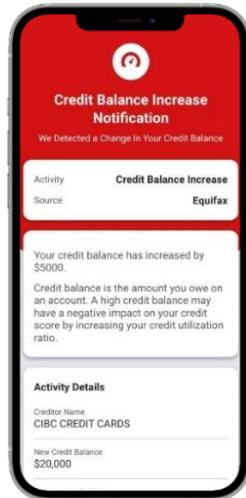
Introducing: Financial Wellness

# Expanding Financial Wellness

NEW

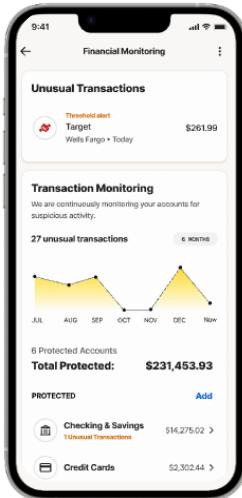
## Credit Score Factors & Insights

Actionable credit score insights that are dynamic and relevant to your latest credit activities.



## Income Tracking

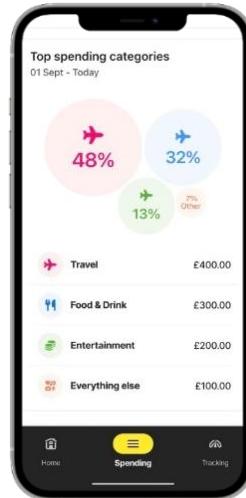
A single dashboard with checking, saving, and investment accounts for a full view of your financial assets.



Coming Fall 2025\*

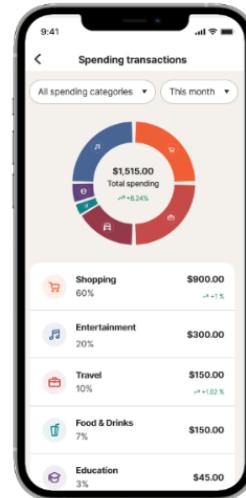
## Spending Tracking

See spend by category and view trends on spending behavior. Trends are highlighted to see impact on financial goals.

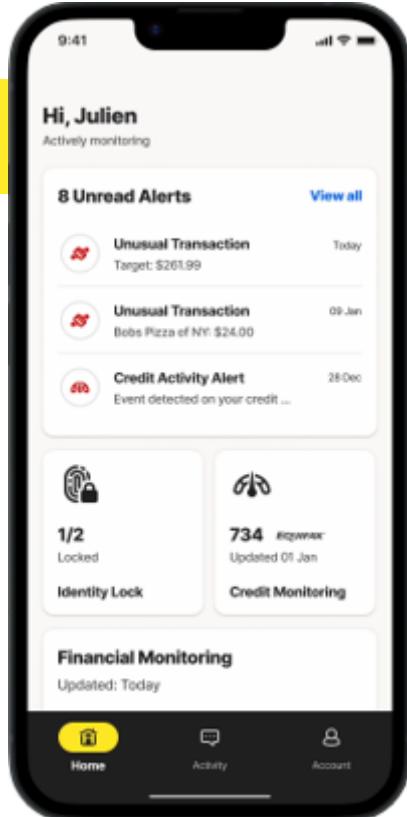


## Spending Insights

Receive intelligent insights and tools to help improve your financial health.



# Income & Spending Tracking



Coming Fall 2025\* in all Norton LifeLock Benefit Plans



Visual overview of **all your account balances** across savings, credit, and investments.



Provide an aggregated view of overall finances, showing how much was **spent, earned, and actively monitored** via LifeLock.



Review recent transactions by highlighting **suspicious, pending, and high-value transactions**.



Manage expenses across multiple categories while offering **key insights into fluctuations** in spending across different categories month over month.



# Accessing Your Norton LifeLock Benefit Plan

# Streamlined Member Dashboard



Initiate Demo

Integrated, intuitive, and proprietary user experience on web & mobile



**4.7 stars**

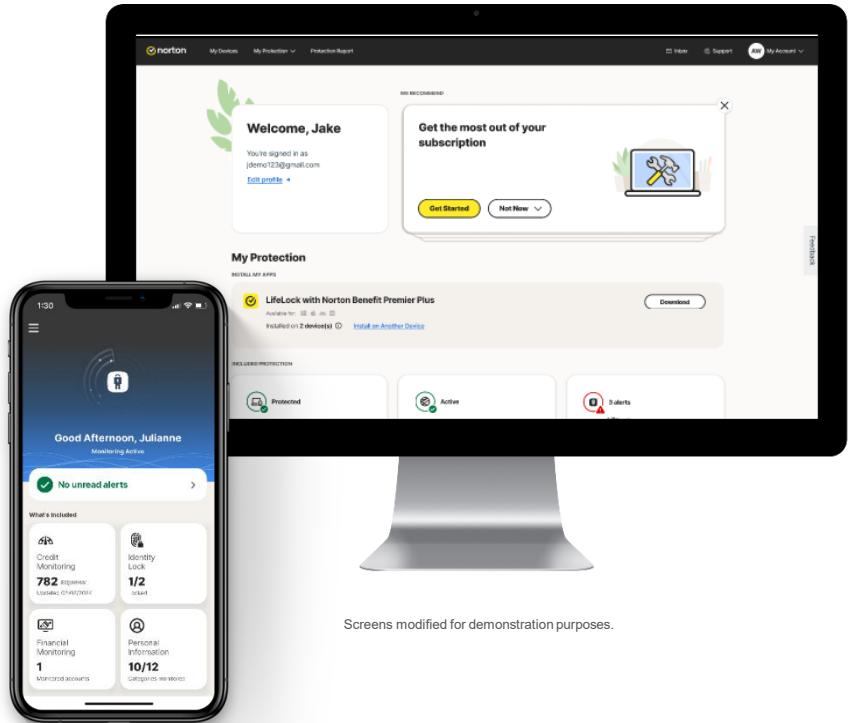
122K reviews (iOS)



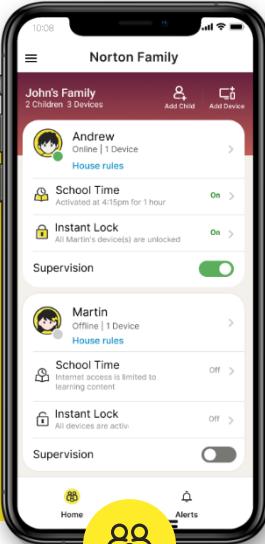
**4.6 stars**

1.88M reviews (Android)

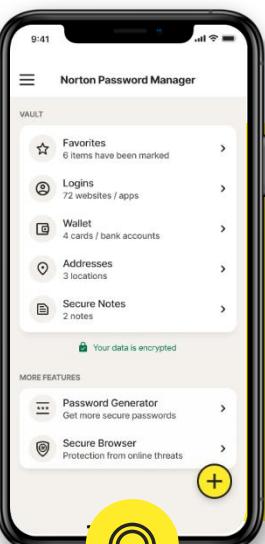
As of January 2025



# Yes, We Have An App for That



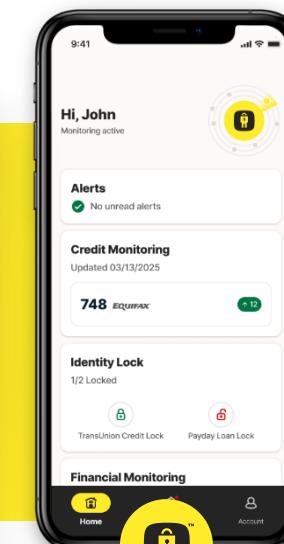
Norton Family  
Parental Control



Norton Password Manager



Norton 360



LifeLock Identity



# Questions?

Scan the QR Code to learn more about  
LifeLock with Norton Benefit Plans

