



Cyber Safety for the Digital Generation

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

2025

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

Top 5 compromises by victim count:

Ticketmaster
Entertainment, LLC

Change
Healthcare

DemandScience
by Pure Incubation

AT&T

MC2 Data

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**

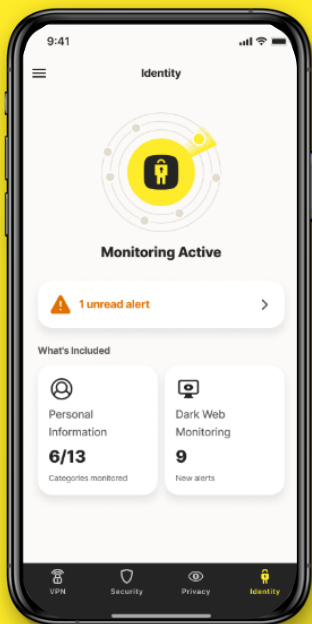
134 breaches /
exposures | 203M victims



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



Digital
Protection



Privacy
Online



Financial
Wellness

Keep my personal
information and
finances safer

Help protect my online
life from scams and
security threats

Give me control
of my personal data

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)



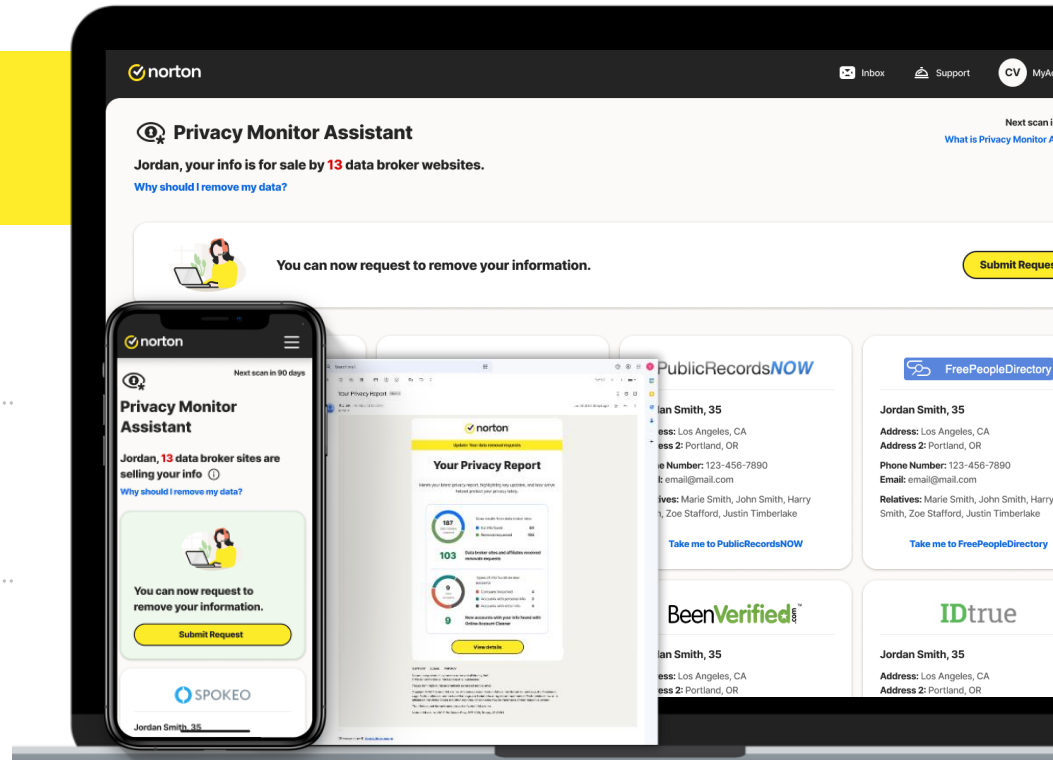
You're opted out

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.



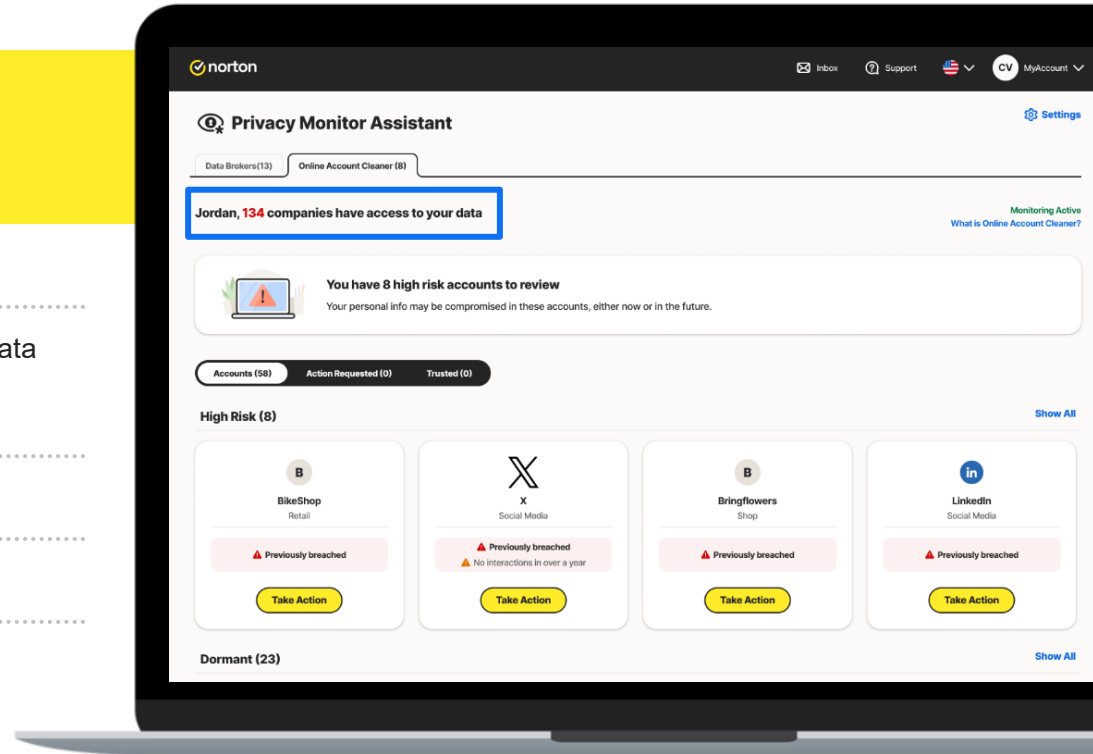
Online Account Cleaner

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

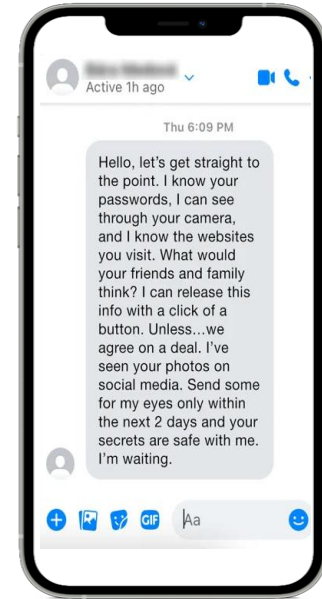
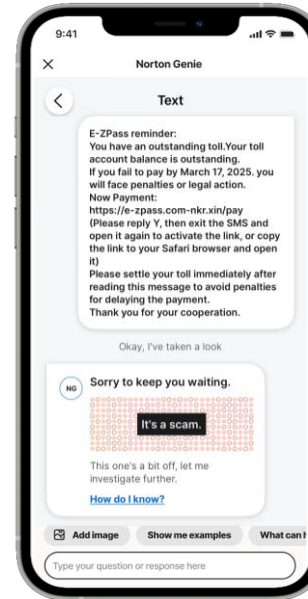
people have been victimized
by scams in the past year

\$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



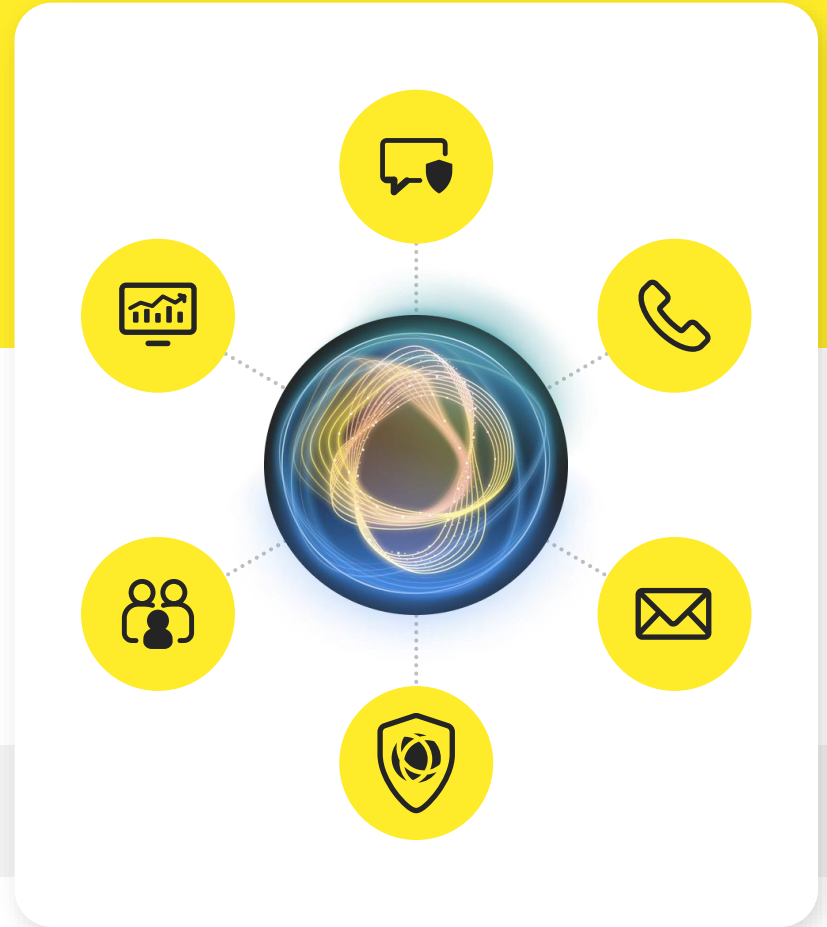
How does Genie spot scams others miss?

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.

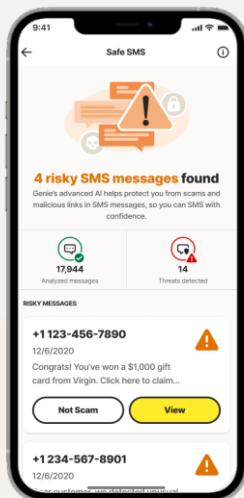
Advanced AI scam protection is always on, protecting the communication channels on which users will often be targeted by scammers.



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

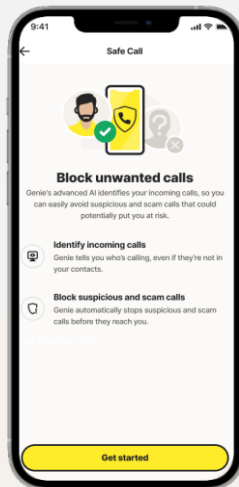
Genie Scam Protection Pro

Launching Summer 2025



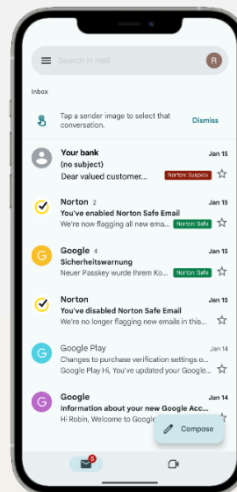
Safe SMS

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



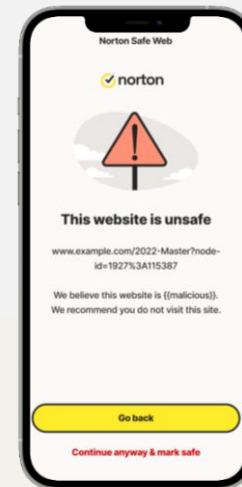
Safe Call

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



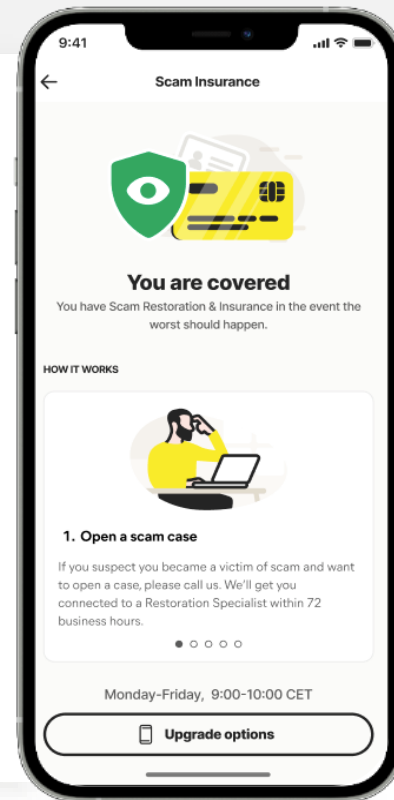
Data Recovery &
System Restoration



Cyber
Bullying



Digital
Currency Crime





Help me understand my finances

Introducing: Financial Wellness

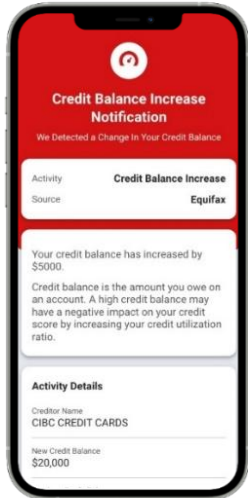
Expanding Financial Wellness

Help Me Understand My Finances

NEW

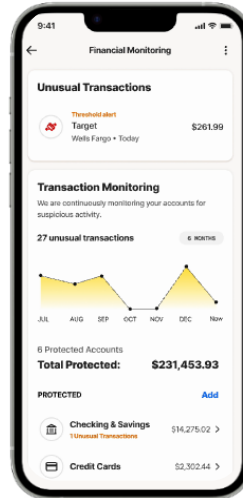
Credit Score Factors & Insights

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



Income Tracking

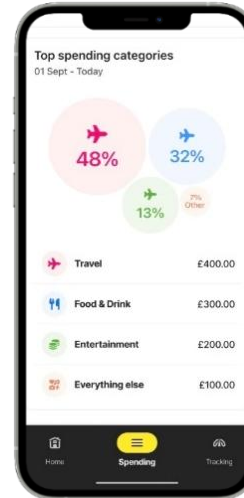
A single dashboard with checking, saving, and investment accounts for a full view of your financial assets.



Coming Fall 2025*

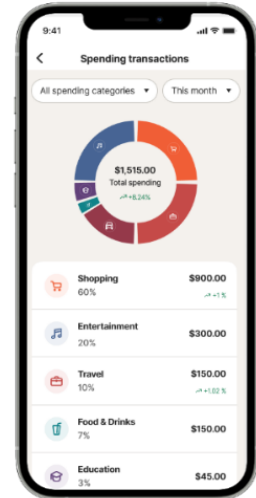
Spending Tracking

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

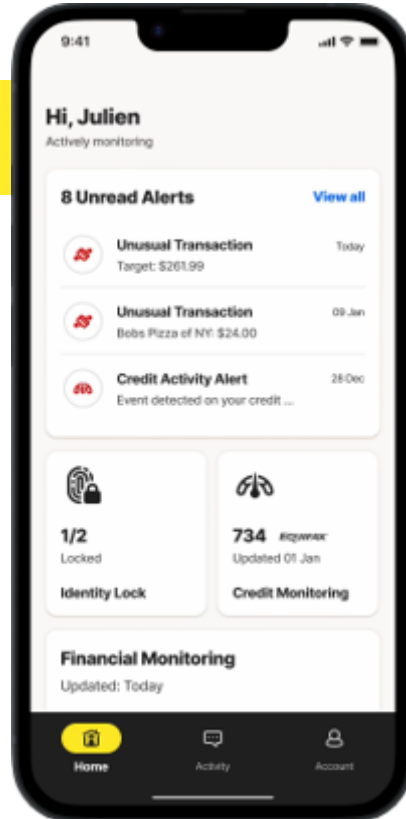


Spending Insights

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

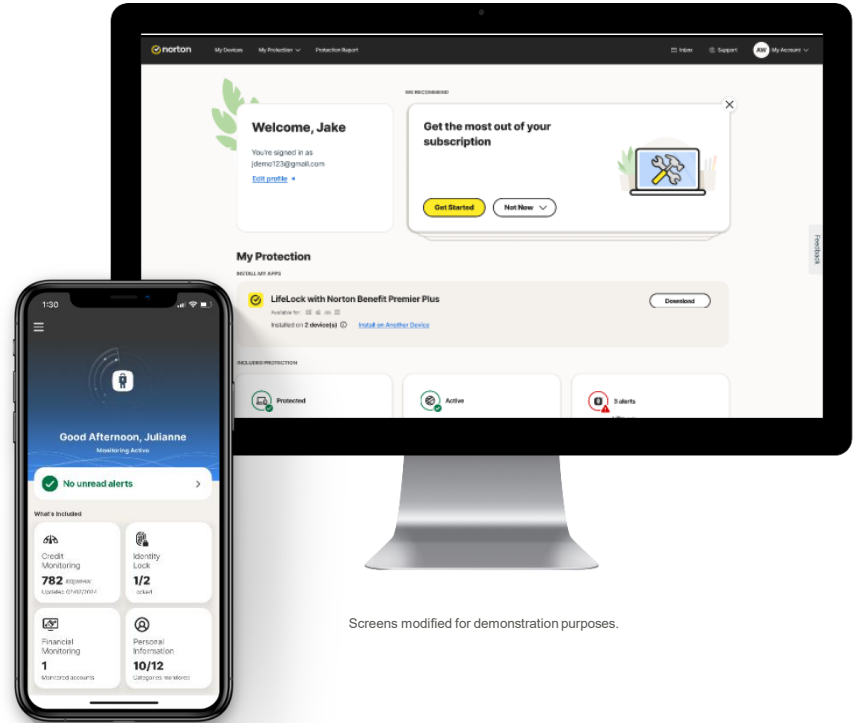
122K reviews (iOS)



4.6 stars

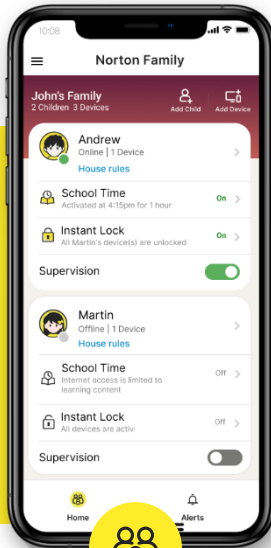
1.88M reviews (Android)

As of January 2025

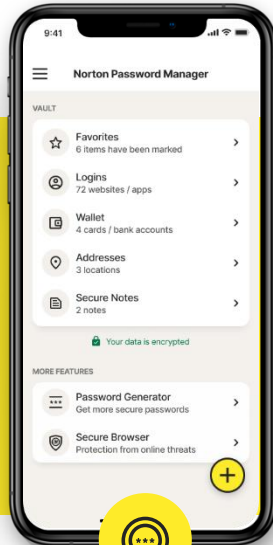


Screens modified for demonstration purposes.

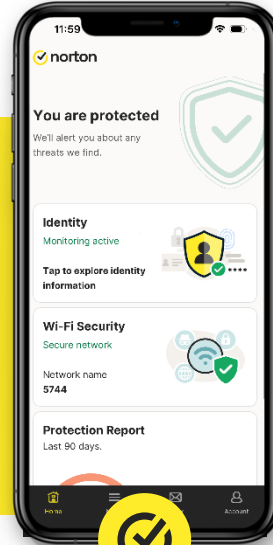
Yes, We Have An App for That



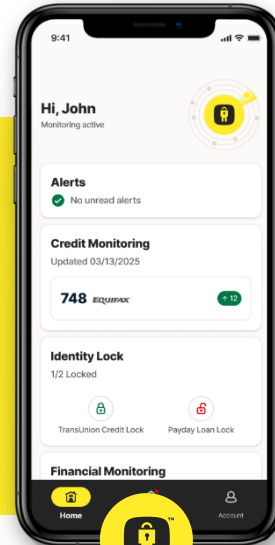
Norton Family
Parental Control



Norton Password
Manager



Norton 360



LifeLock Identity



Questions?

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

