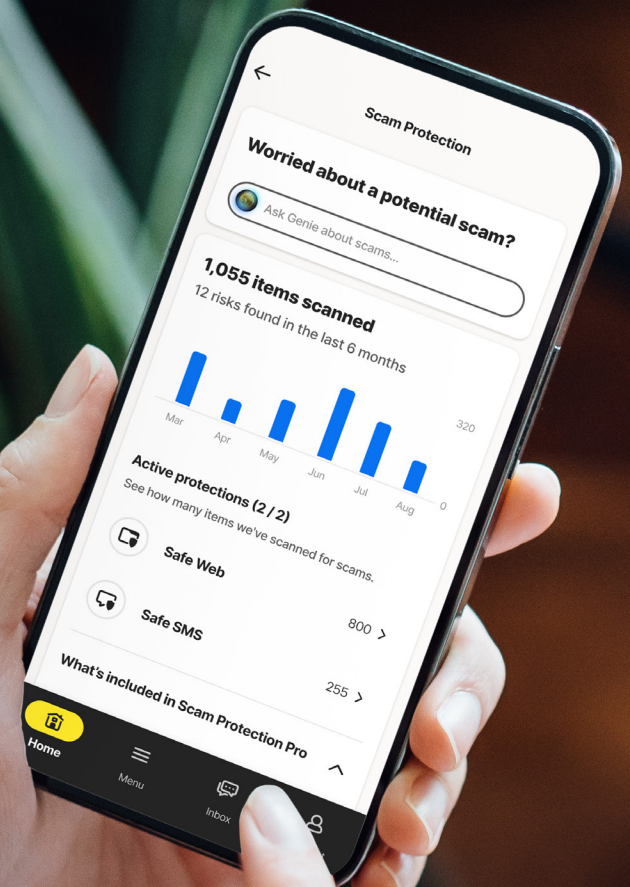
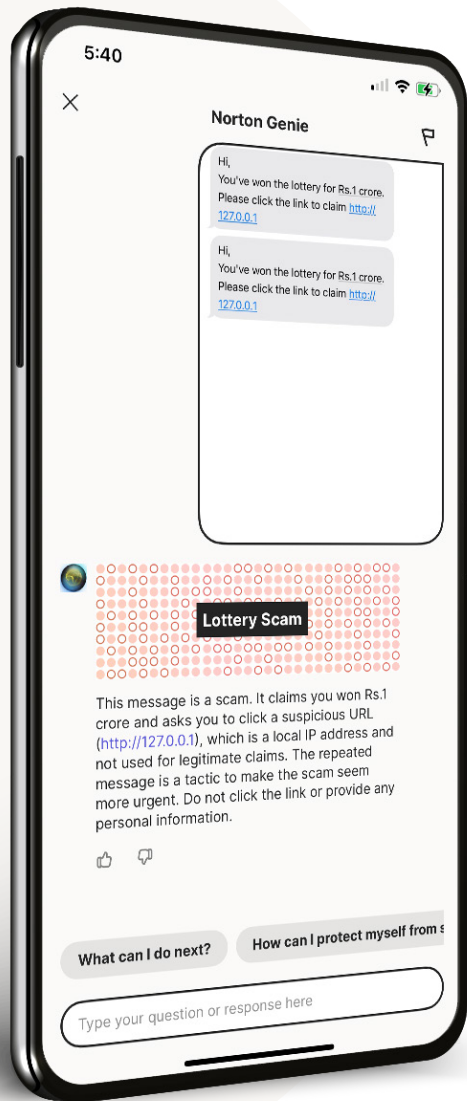




Embed trusted Digital Safety in your app

Deepen engagement with your account holders





Turning Digital Safety into account holder value

Your customers rely on your institution to safeguard their finances, yet many fraud attacks now begin outside the bank. Scams, phishing, account takeovers, and identity theft expose account holders to growing risk, making proactive digital protection essential.

When protection is **embedded directly into your banking app**, it becomes a seamless extension of the trust your institution already provides.

By integrating our technologies, you can deliver scam detection, identity monitoring, privacy tools, and device security within your app, driving stronger engagement, customer loyalty, and confidence.

Integrated protection that helps drive retention and growth

When you embed our digital safety technology into your app, we help you protect account holders, reduce fraud-related pressure, strengthen retention, and reinforce institutional trust.

By embedding protection into your app, you can help:



Differentiate your institution with a portfolio of scam and fraud protection solutions for consumers and small businesses that's designed for today's evolving threat landscape.



Protect account holders from scams, identity theft, and cyberthreats before financial loss occurs, helping shift fraud protection from reactive response to proactive digital safety.



Increase customer retention by delivering ongoing digital protection beyond traditional banking alerts.



Extend traditional banking alerts with proactive digital safety notifications such as scam detection, dark web exposure alerts, identity risk signals, and device threats.



Reduce fraud-related operational burden by helping customers identify scams earlier, lowering inbound fraud support contacts and improving resolution efficiency.

From onboarding to everyday account management, protection becomes a visible extension of your institution's commitment to safeguarding customers' financial well-being.

Creating measurable engagement through Digital Safety

Embedding Norton identity, scam, and privacy solutions into your app does more than add security. Instead of being a one-time feature, protection becomes an ongoing, visible part of the subscriber experience. Each alert, notification, or insight creates a natural reason for users to return, interact, and stay engaged within your ecosystem.

This helps create:



Incremental logins



Recurring user touchpoints



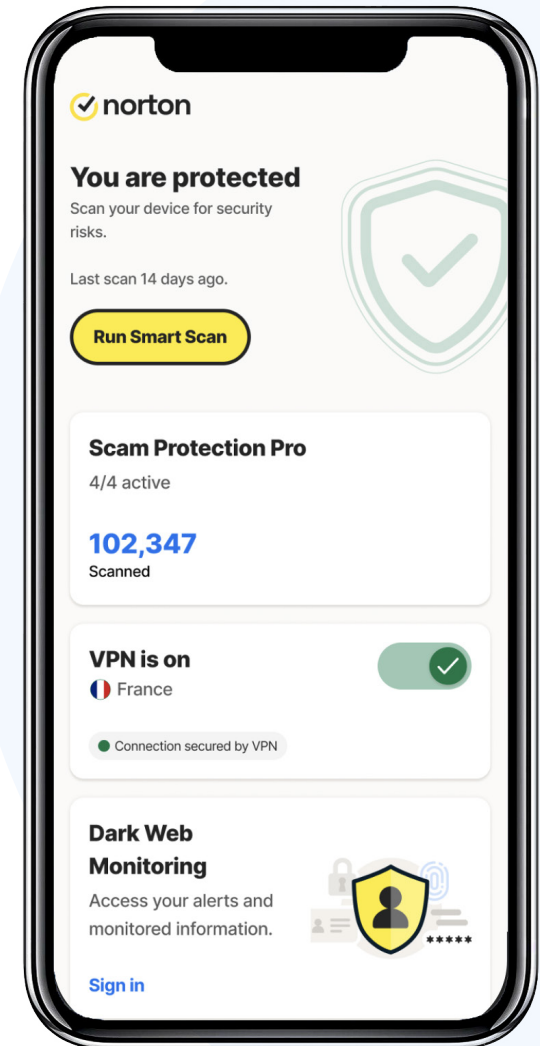
High-intent customer interactions



Tangible value moments tied to real-world events

These moments are driven by real risks and real-world events, making each interaction timely, relevant, and valuable to the subscriber, not just another app notification.

Our engagement data shows that protection is not passive - it is a recurring reason for customers to return.



Powerful protection, flexible integration

Depending on your digital banking strategy and technology architecture, Norton technology can be integrated using Software Development Kits (SDKs), APIs, embeddable widgets, or Single Page Applications (SPAs).

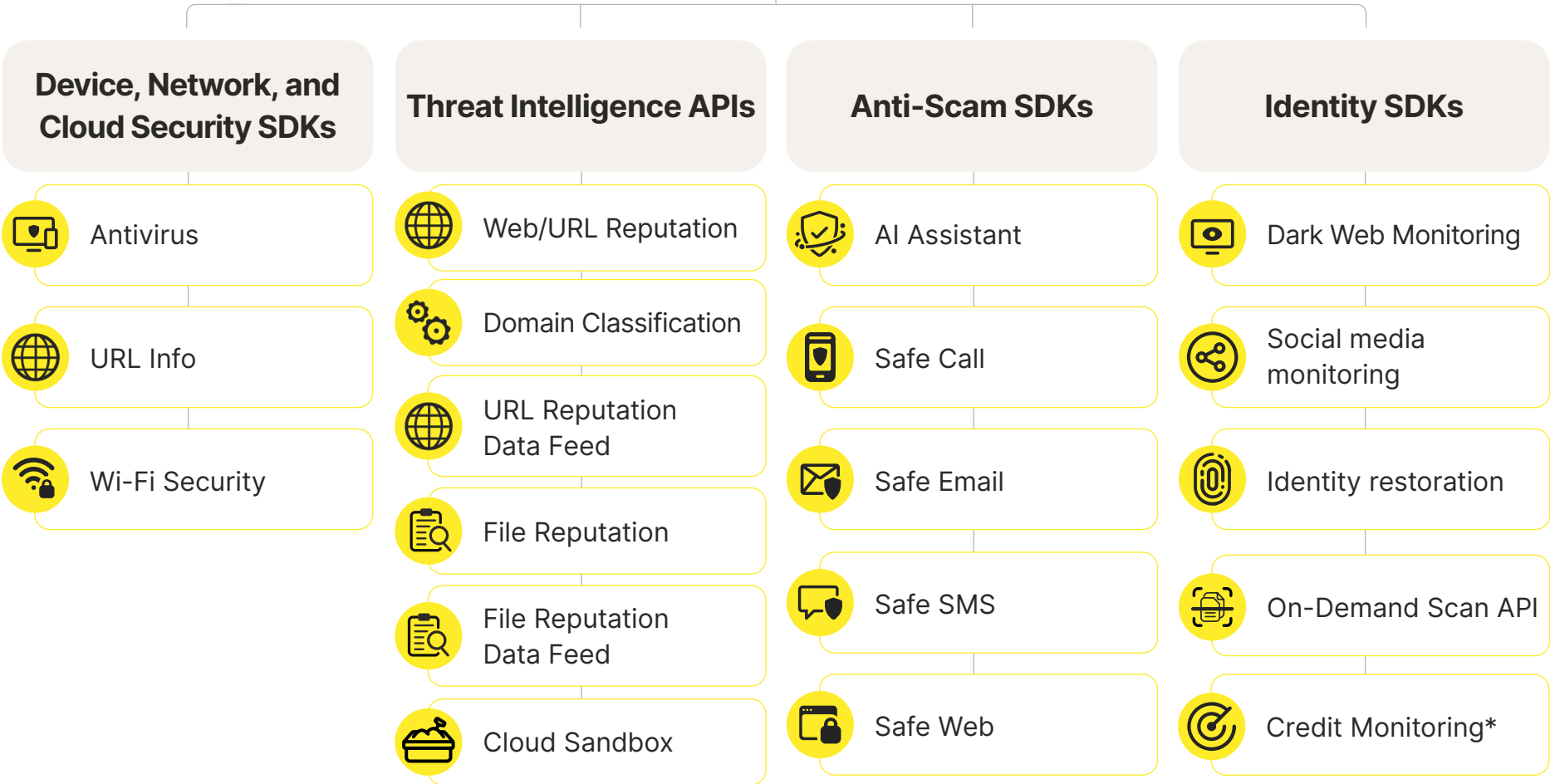
Whether you choose a fully embedded experience within your app and brand environment, or a co-branded experience leveraging Norton's trusted reputation, the outcome remains the same: deeply integrated protection designed to support customer trust and engagement.



With embedded protection, financial institutions can help:

- ✓ Deliver real-time scam detection and threat risk alerts directly to customers.
- ✓ Enhance fraud prevention efforts with complementary digital protection tools.
- ✓ Protect families and vulnerable account holders from evolving online scams and digital threats.
- ✓ Create premium value-added services that strengthen customer relationships.
- ✓ Reinforce your role as a trusted financial partner in customers' digital lives.
- ✓ Ensure that protection becomes a visible, ongoing service, and not just a reactive fraud response.

Embedded solutions portfolio



However you access them, our solutions are purpose-built to feel native to your experience. They can turn digital protection into a visible, value-added service that can help increase revenue, reduce churn, and strengthen subscriber trust.

*Only available in certain regions

Key benefits of embedding our solutions



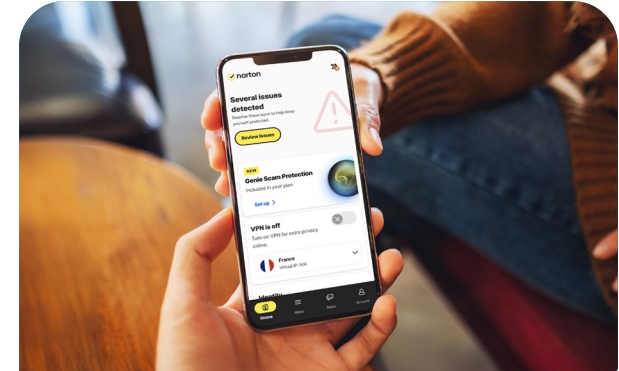
End-to-End Experience Control

Keep account holders within your banking app from alert to resolution. By embedding protection directly into your app, you reinforce your brand while strengthening trust and retention.



Enhanced Value for Account Holders

Expand your value-added services with digital protection tools that address growing concerns around scams, identity theft, and online fraud.



Future-Ready Protection

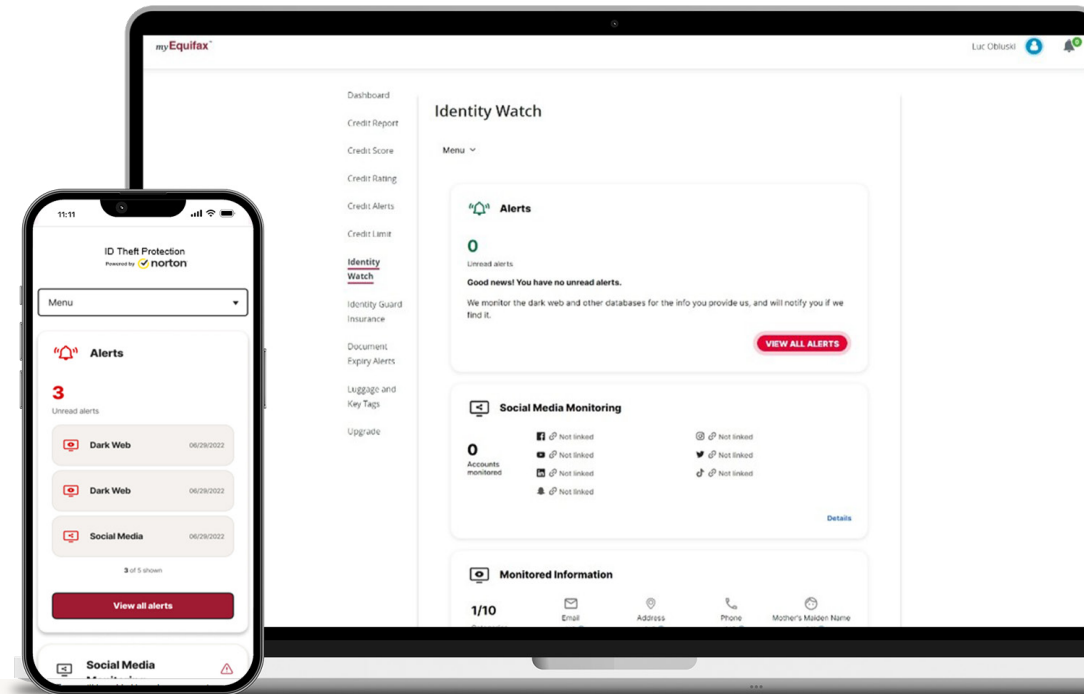
Fraud tactics and cyberthreats evolve rapidly. By embedding Norton technology, your institution stays aligned with emerging digital risks without requiring constant internal reinvention.

Equifax Identity SDK partner spotlight

Identity Protection Powered by Norton embedded in Equifax Credit & Identity Protect

Equifax, a global data and technology leader, has partnered with Norton, a Cyber Safety brand of Gen, to offer Australians enhanced identity and credit protection. This collaboration integrates Norton's advanced identity monitoring into Equifax Credit & Identity Protect subscriptions, creating Identity Protection powered by Norton.

Norton's technology scans private forums, social web, deep web, and dark web for exposed information and stolen data, providing robust protection against identity theft and data breaches for Equifax customers.



Identity Protection powered by Norton will scan the dark web for customers' personal information and notify consumers if any of their details are found. Identity Protection can:

- **Scan the dark web[§] for up to 52 different personal details**
- **Report on 120 additional data points**
- **Provide social media monitoring¹ for up to seven accounts on popular platforms such as Facebook, Instagram, X, LinkedIn, SnapChat, TikTok and YouTube**

[§] Dark Web Monitoring defaults to monitor your email address only and begins immediately. Sign into your account to enter more information for monitoring.

¹ Social Media Monitoring is not available on all social media platforms and the features differ between platforms, for details go to: norton.com/smm. Does not include monitoring of chats or direct messages. May not identify all cyberbullying, explicit or illegal content or hate speech. Learn more: <https://www.equifax.com.au/knowledge-hub/news-and-media/equifax-and-norton-partner-help-keep-australians-identities-and-credit-information>

Seamless integration options

We offer two flexible approaches to delivering your own protection experience:

Option 1: Built into your own UI (Maximum flexibility)

Leverage our underlying technology to power protection while designing and building the complete customer experience within your banking app.

Benefits



Complete control over
UX and UI



Alignment with your
digital banking roadmap



Maximum flexibility
in how protection is
presented

Ideal for:

- ✓ Established financial institutions with strong internal digital teams
- ✓ Organizations with complex compliance and regulatory requirements
- ✓ Institutions prioritizing full brand ownership and customization
- ✓ Banks embedding protection as a strategic digital capability

Seamless integration options

We offer two flexible approaches to delivering your own protection experience:

Option 2: Use Norton's UI (Faster integration)

Many of our technologies include optional white-label UI components, widgets, and SPAs to simplify deployment and accelerate time to market.

Benefits



Faster implementation



Reduced internal development burden



Proven protection workflows informed by digital safety expertise

Ideal for:

- ✓ Institutions seeking faster deployment timelines
- ✓ Banks looking to extend fraud protection capabilities quickly
- ✓ Organizations balancing innovation with operational efficiency



Designed for embedded ecosystems

**Our embedded solutions are ideal for
financial institutions that:**

- ✓ Want to keep account holders within their own secure digital environment
- ✓ Are focused on increasing retention and lifetime value
- ✓ Need scalable fraud-adjacent protection across diverse customer segments
- ✓ Want to differentiate through trust, safety, and proactive protection

For financial institutions, embedded digital safety strengthens your role as a trusted guardian of your customers' financial and digital lives.



Turn Digital Safety into a strategic advantage

Embedding digital safety isn't just about cybersecurity. It's about reinforcing trust.

By integrating Norton's proven cybersecurity, scam, and identity protection* technologies directly into your banking app, you extend your fraud strategy beyond the transaction, delivering proactive protection that supports customer confidence and long-term loyalty.

Let's build protection into the digital experiences your account holders already trust.

Take the next step

Schedule a consultation with our Partner Account Executives to explore the right integration model for your institution. Together, we can help protect your account holders' digital lives while strengthening your security strategy.

[Speak with our team](#)



*Identity protection solutions are only available in certain regions