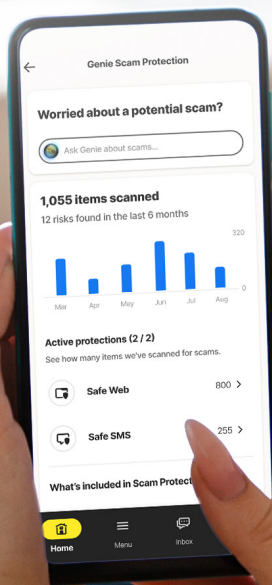




Scam & identity* protection: The role financial institutions play in helping keep their account holders safe online

Learn about the cyberthreat landscape and what you can do to help protect your customers




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How cyberthreats and online scams are putting your account holders' personal data at risk



Companies should incorporate scam and identity* protection into their value-added services to enhance customer satisfaction by offering a product that can help safeguard their sensitive data and personal assets. Cybercrime and online scams have increased dramatically, and many of your customers may not know where to look for protection.

Online scams are on the rise, and are a growing problem

 **\$1.03**

\$1.03 trillion is **lost to scams globally**¹

 **62%**

62% of scam victims are impacted financially³

 **64%**

64% of all **mobile malware** attacks today are scams²



The most common scam people fall victim to are **payment scams**¹

 **174**

There are nearly 174 scam **attempts per second**³



The majority of scams are delivered via phone call or text/SMS message¹

 **66%**

66% of **consumers surveyed** are concerned they may fall victim to a scam⁴

 **77%**

77% of account holders would be more inclined to remain with financial institutions that **offer Cyber Safety services** to their customers.⁴

Why partner with us

Combining your expertise in the financial services industry with our knowledge of the identity and cybersecurity markets, we can build an easily integrated portfolio of solutions that will help protect different aspects of your account holders' digital lives. This partnership will help you stand out from the competition, reduce churn, generate additional revenue streams, and can help protect your customers from scams and cyberthreats.



Key benefits of partnering with us



Help reduce your bank's operating expenses

As digital scams and cyberthreats become more frequent and sophisticated, your customers look to their financial institutions for help and support. Our Cyber Safety solutions help protect them against online scams, which may help reduce associated operating expenses for your bank.



Generate additional revenue streams with powerful value-added services

Adding our solutions can help create new revenue opportunities and attract more customers by addressing critical online safety needs.



Enhance customer trust, loyalty, and retention

Offering our services demonstrates your commitment to helping protect customers' digital well-being, boosting customer satisfaction and reducing churn.



Deliver more protection alerts

In addition to your financial institution's existing alerts, we can extend protection alerts to help increase customer awareness and enable them to take action before any significant damage occurs.



Stand out from the competition

Differentiate your brand with a premium Cyber Safety solution that can help increase Average Revenue Per User (ARPU) and keeps your brand top-of-mind with customers.



Customizable and easy-to-deploy solutions

Embed our solutions seamlessly into your user experience through SDKs and APIs, or co-brand our app to align with your brand's identity.



Elevate the customer experience with a comprehensive Cyber Safety solution

Build stronger customer relationships by delivering a trusted, all-in-one Cyber Safety and identity theft* protection solution that increases customer lifetime value.



Optimize Customer Service

Help ease the burden on your Customer Service team by streamlining fraud cases. Our solutions can help optimize the protection process, leading to higher customer satisfaction and a more efficient resolution of issues.

We are a leader in Cyber Safety and can help companies protect their customers' digital lives.

Your trusted partner in Cyber Safety

Join forces with the leader in consumer cybersecurity and identity protection* and benefit from flexible business models, easy onboarding, and a comprehensive partner offering to add value to your business.



Trusted brands backed by 4 decades of experience

Leverage our expertise in cyber safety, data privacy and identity protection*, ongoing user experience testing, and continuous innovation.



Award-winning solutions

Our acclaimed products and services help you diversify and expand your product offerings, and connect better with your customers.



Extensive reach

With over 17,000 established partnerships in 50+ countries, we're proud to partner with global leaders in retail, financial services, insurance, telecommunications, original equipment manufacturing (OEM), and more!



Dedicated support

A partner success team dedicated to guiding your success and bringing value to your customer relationships, creating greater trust and loyalty.



Don't build - partner with us

Save time and money - our ready-to-integrate technology offers an array of feature options, partnership models, and revenue opportunities.



Our technology portfolio*

- Anti-scam
- Parental controls
- ID theft monitoring & alerts
- ID restoration
- VPN
- Anti-tracking
- Privacy Monitor
- And more



Trusted by industry leaders

Our partners rely on our trusted brands and solutions to deliver protection for today's greatest digital threats.

Gen™



Gen is a global company with a family of trusted consumer brands.

Gen empowers people to live their digital lives safely, privately, and confidently today and for generations to come. Gen brings award-winning products and services in cybersecurity, online privacy, and identity* protection to more than 500 million users in more than 150 countries.

Contact us today



NAMPartners@gendigital.com

EMEA_sales@norton.com

APACpartnerships@gendigital.com



norton.com/partner

¹ GASA 2024

² Gen Q3/2024 Threat Report

³ Based on an online survey of 12,024 adults in 12 countries conducted by Dynata on behalf of Gen in December 2024.

⁴ Based on an online survey of 7,080 adults in 7 countries conducted by Dynata on behalf of Gen from June 29th to July 10th, 2023.

⁵ Gen™ Brand Tracker, September 2024

*Products and services availability varies per region.