

Drive loyalty and growth with scam protection

Partner with Norton and empower your customers with advanced AI-driven scam protection for an evolving digital threat landscape.



AI-driven security for the next generation of threats

Our AI-powered scam protection technology delivers a comprehensive portfolio of features to help protect your customers, which can increase loyalty and retention, reduce churn, increase ARPU, grow your business, and more.



*Scam reimbursement available in US only

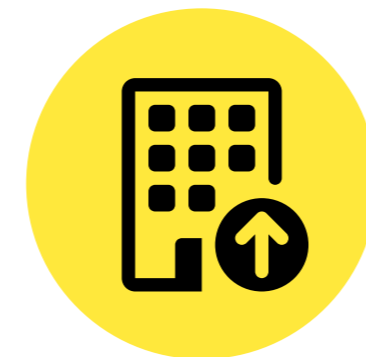
Boost your offerings and help generate new revenue streams

Our value-added scam protection solutions unlock new revenue streams and strengthen the suite of offerings that you're able to deliver to clients.



What we do for organizations

As your trusted scam protection partner, we deliver customizable, seamlessly integrated Cyber Safety solutions that detect, block, and disrupt evolving threats



How organizations benefit

Our solutions help protect your customers, elevate your brand, and unlock new revenue streams—empowering you to build trust, loyalty, and long-term value.



Scam protection that helps build confidence in your brand

Your customers face scams daily—whether shopping, banking, traveling, scrolling social, or texting. When our powerful scam protection blocks those attacks, it not only keeps them safe but also strengthens brand loyalty and drives new engagement.



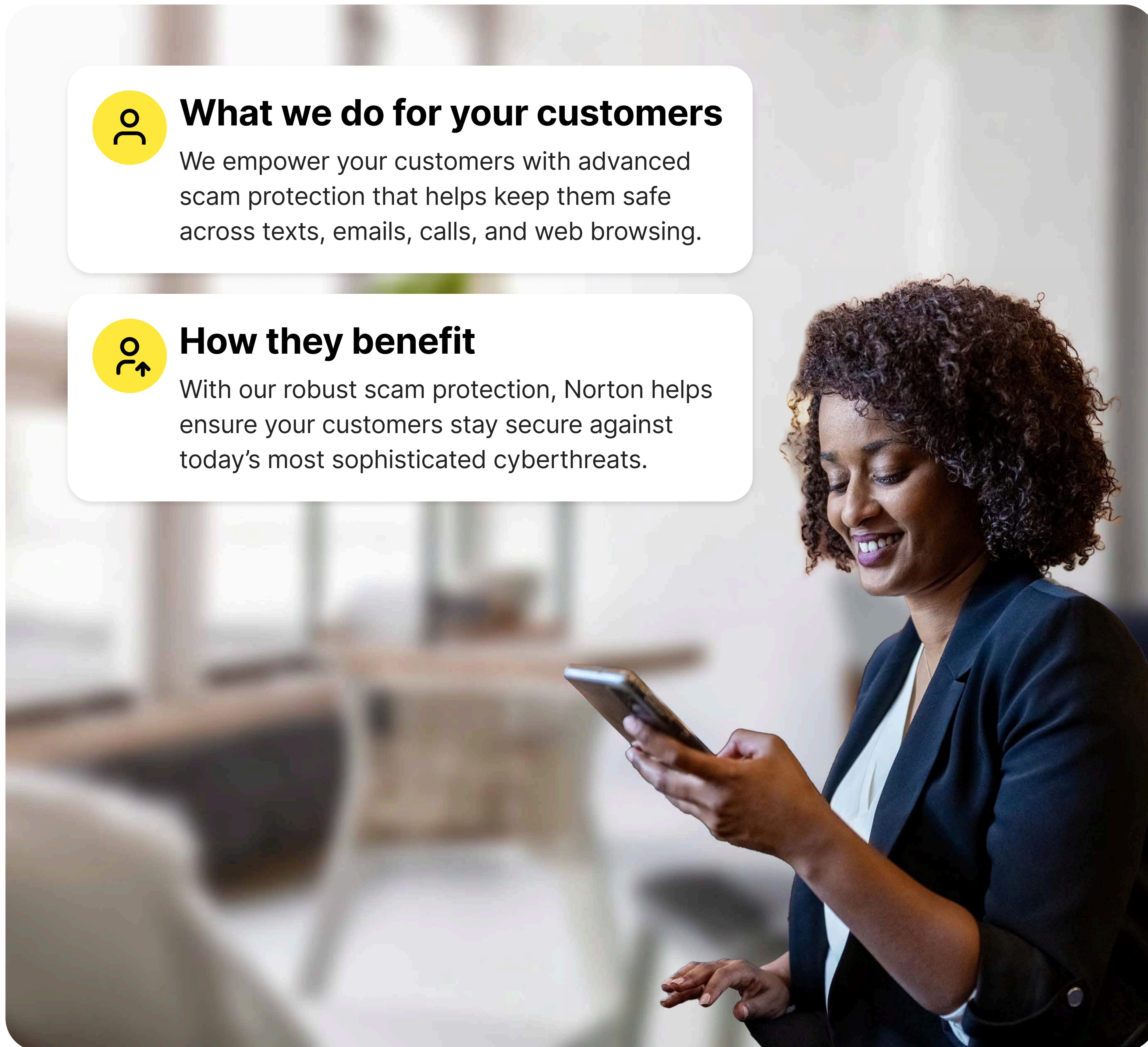
What we do for your customers

We empower your customers with advanced scam protection that helps keep them safe across texts, emails, calls, and web browsing.



How they benefit

With our robust scam protection, Norton helps ensure your customers stay secure against today's most sophisticated cyberthreats.





Scam protection that works across the board

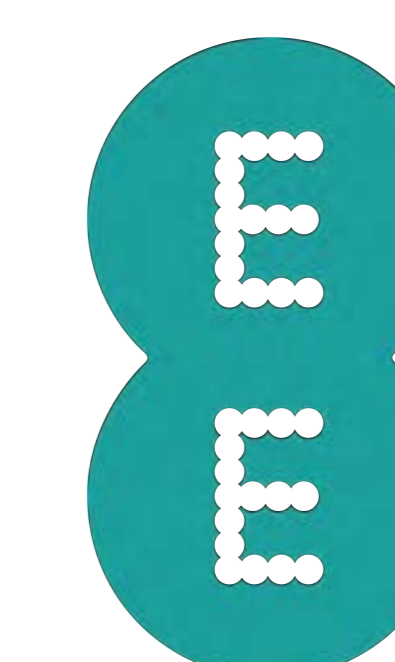
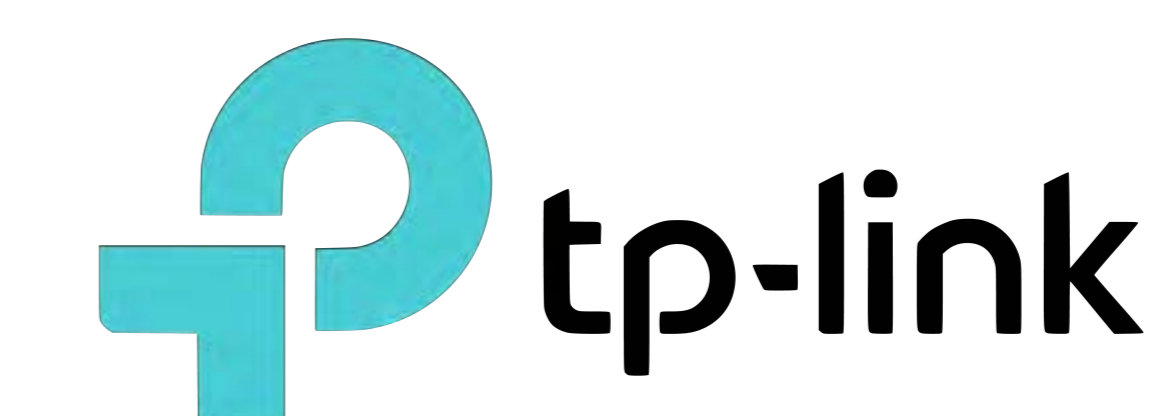
Any organization looking to enhance digital trust and security for its customers can benefit from Norton Scam Protection. Whether you're a telecom provider, financial institution, retailer, OEM, or affinity group, partnering with us lets you deliver AI-driven scam protection that strengthens customer relationships and unlocks new growth opportunities.

The partner opportunity

How Norton stops scams

Let's build together

Trusted by industry leaders



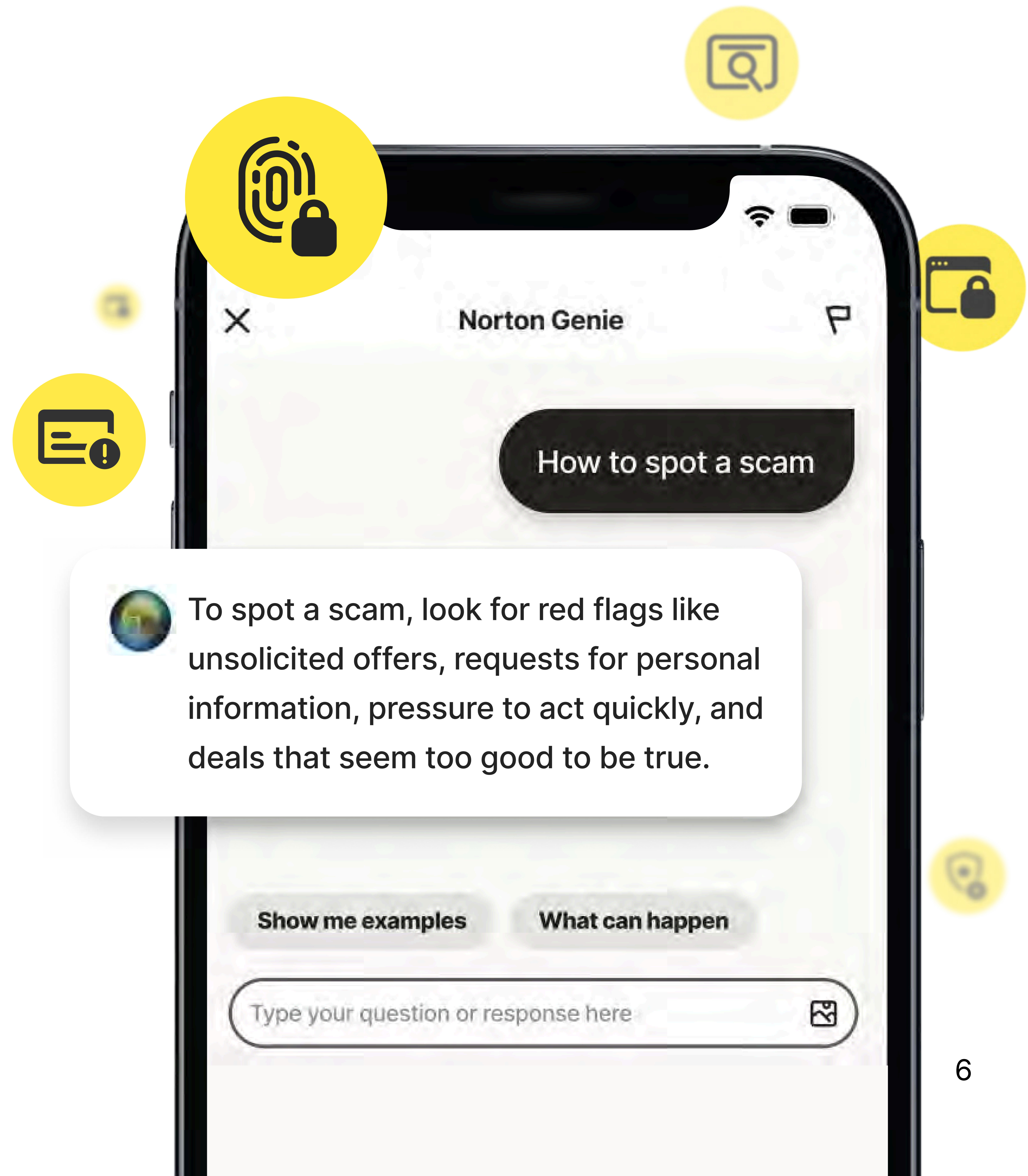
Advanced scam technology your customers need

Our powerful anti-scam technology combines real-time AI detection, human analyst verification, and victim-first recovery support to create a powerful shield against today's greatest cyber attacks.

- Real-time protection for SMS, email, web, and phone
- 24/7 AI-assistant for live responses on scam-related questions
- Proprietary AI built on advanced, large scale scam experience models



We do more than just help protect against scams. We proactively detect threats and deliver hands-on support, helping your customers stay confident and in control during moments that might otherwise feel overwhelming. It's complete digital wellness.



Real-life stories: The impact of scams



\$45,000 Lost in a real estate scam

Spooled email + payment link

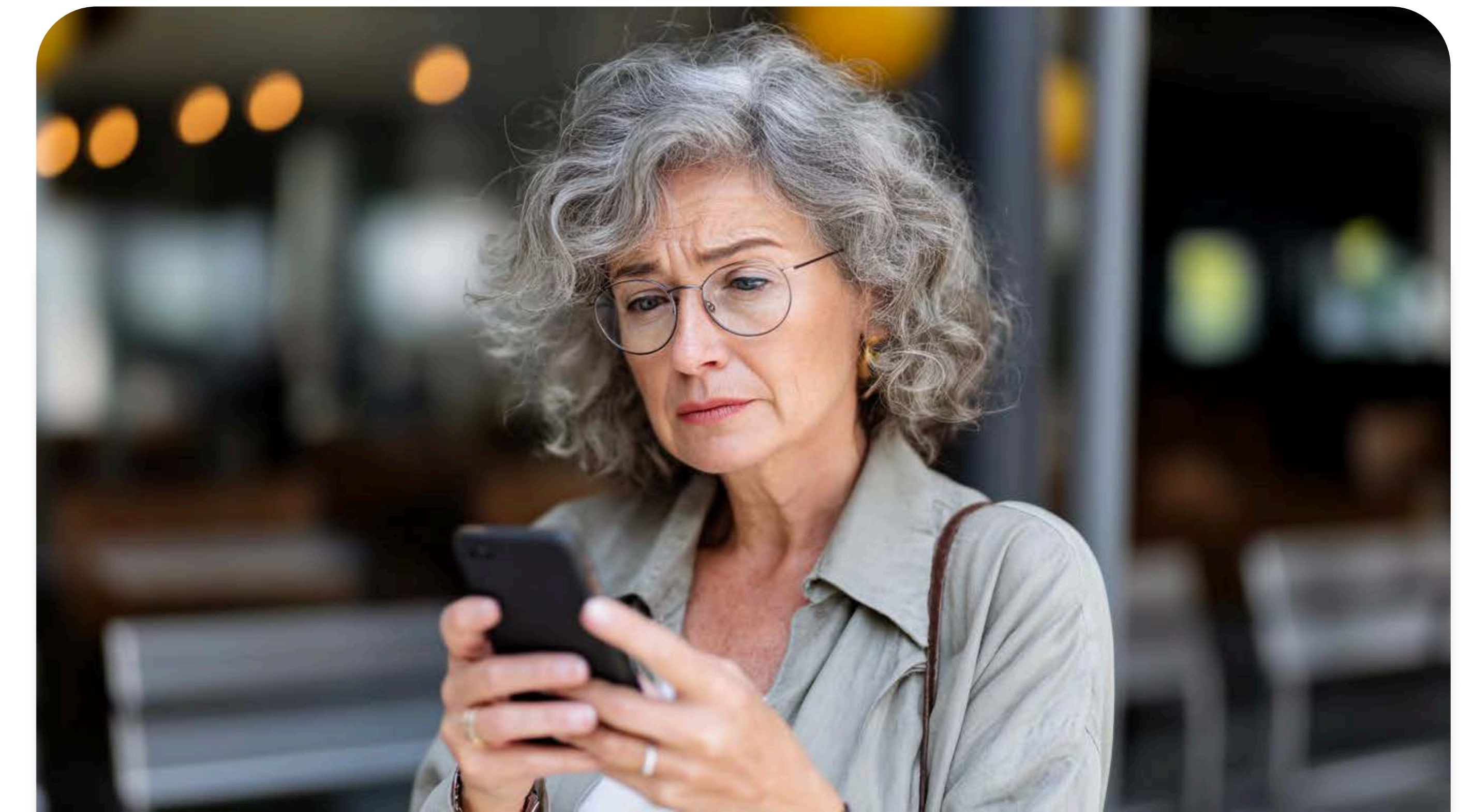
A 50-year-old employee was finalizing a home purchase when he received an urgent email – seemingly from his title agent – with a link to a payment portal. He wired nearly \$45,000. It was a scam. The funds were gone, and the emotional fallout lingered for weeks.



Scam disguised as a job offer

Identity theft via employment scam

A 45-year-old woman went through multiple rounds of interviews and was “hired”. She submitted her SSN, banking info, and documents – then the company disappeared. \$3,250 was stolen, three credit cards were maxed out, a payday loan was taken out in her name, and fraudulent taxes were filed.



\$10k in charges + spyware installed

Ongoing online shopping scam

After seeing a pop-up for a “store closing” sale, a 65-year-old employee clicked through and shopped – not realizing her credit card details and device were compromised. Fraudsters installed spyware and later used the system to steal personal information and launch additional identity theft.



With AI-powered technology, Norton helps stop scammers before they succeed — protecting customers from real harm. These case studies show the real-world impact of today's scams and why advanced protection matters.

Rising scams are spreading across platforms and devices

In 2024, imposter scams alone accounted for nearly **\$3 billion in losses**¹. Even trusted platforms like YouTube are being weaponized through hijacked accounts and deepfake scams.

When our parent company Gen released their Q4 2024 Threat Report², it showed that scam threats across devices surged 46% year over year. The report also found that social engineering scams increased 61% on mobile and 23% on desktop, while malvertising attacks—malicious ads and fake notifications—now account for more than 40% of scams.

¹ FTC CSN 2024

² Gen Q4/2024 Threat Report

³ GASA 2024

⁴ Based on an online survey of 12,024 adults in 12 countries conducted by Dynata on behalf of Gen in December 2024.

⁵ Gen Q3/2024 Threat Report

⁶ Based on an online survey of 7,080 adults in seven countries conducted by Dynata on behalf of Gen from June 29th–July 10th, 2023.



\$1.03 trillion

is lost to scams globally³

174 scam attempts

per second⁴

64%

of all mobile malware attacks today are scams⁵

66%

of consumers are concerned they may fall victim to a scam⁶

86%

of “viruses” blocked by Gen were actual scam threats²

62%

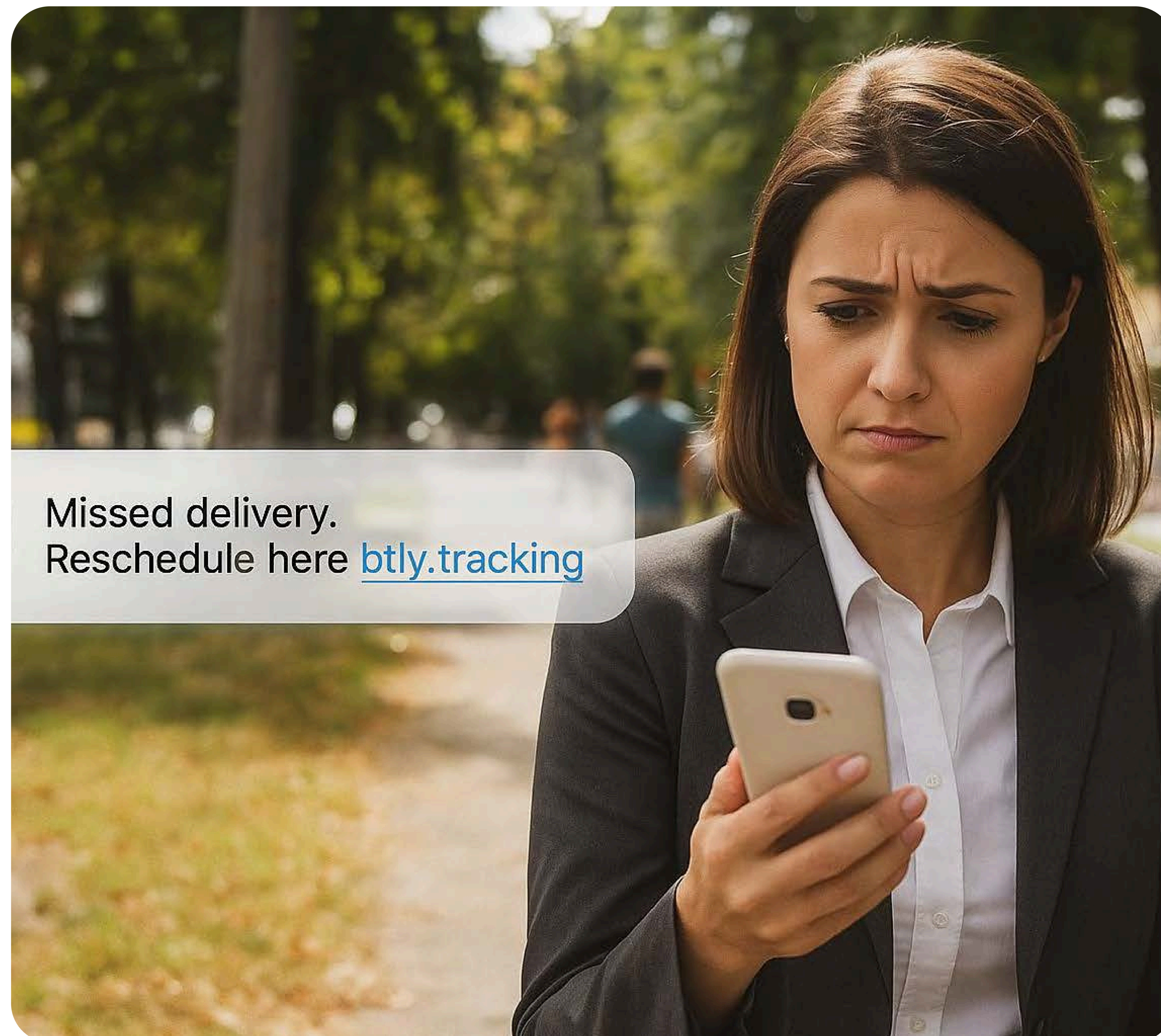
of scam victims are impacted financially⁴

Crafty scam tactics are evolving faster than typical defenses

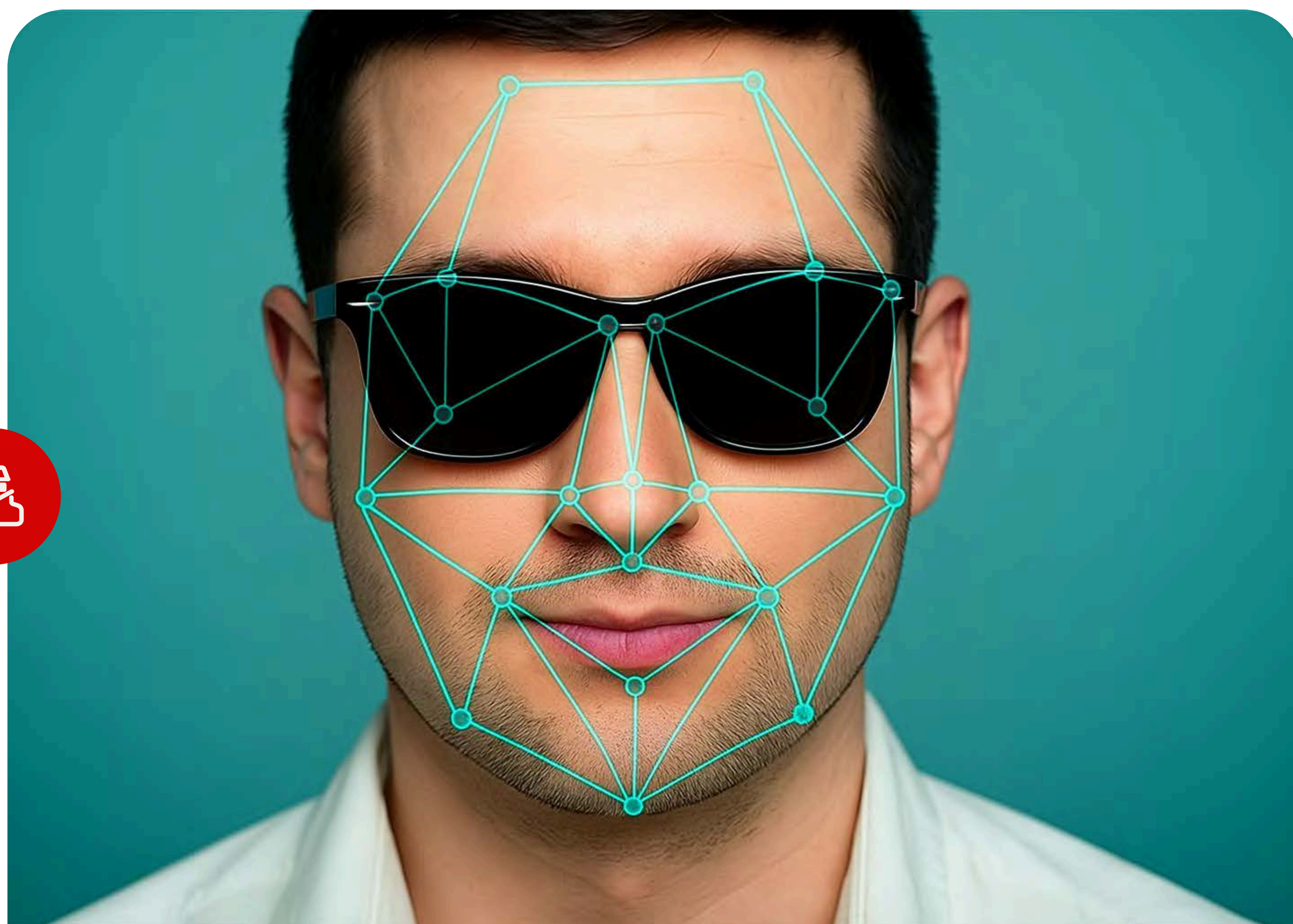
Today's threats are fast, personal, and sophisticated—and your customers are more vulnerable than ever.

Cybercrime and online scams have increased dramatically, and many of your customers may not know where to look for protection.

Incorporate scam and identity protection* into your value-added services to enhance customer satisfaction by offering a product that can help safeguard their sensitive data and personal information.



*Identity protection solutions features are only available in certain regions



Impersonations are on the rise

- Phishing, social engineering, and impersonation scams are common financial scam tactics
- These financial scams happen long before a customer's financial account is triggered
- Deepfakes, spoofed calls, and scam texts are the new normal for stealing personal information
- Syndicated scam groups exist as large-scale organizations



No device or platform is immune

- Scams reach your customers via browser, email, social, text – at home and at work
- Most victims never see the threat coming—until it's too late
- Customers need early detection and real-time support—before money or data are lost



Let's partner together to expand your business offerings

Our Cyber Safety solutions can be tailored to suit your unique needs, helping protect your customers from online scams, identity theft*, and other cyber threats.

By partnering with Norton and implementing our scam protection into your portfolio, you can help generate new revenue streams, differentiate your brand, increase customer retention, and expand your customer base.

The partner opportunity

How Norton stops scams

Let's build together

Flexible Norton partnership integration options

OPTION #1

Hosted in our user experience

Deliver powerful scam and identity protection* solutions to your customers, hosted within our user experience. Choose between a co-branded or white-labeled approach, tailored to match your brand's look and feel.

OPTION #2

Embedded in your user experience

Integrate any of our scam and identity protection* solutions directly into your platform (app or web), using our SDKs to enhance your customer experience.

OPTION #3

Affinity marketing model

Unlock new revenue opportunities while enhancing member value through our affinity marketing model. By promoting our solutions to your member base, you can create a seamless experience while building stronger member relationships.

Interested in becoming a partner?

Our team of experts are here to help you discover how our tailored solutions align with your business strategy and meet your customers' needs. Book a meeting with one of our expert sales representatives today to learn more about how we can help serve your specific industry.

Contact us today

norton.com/partner

