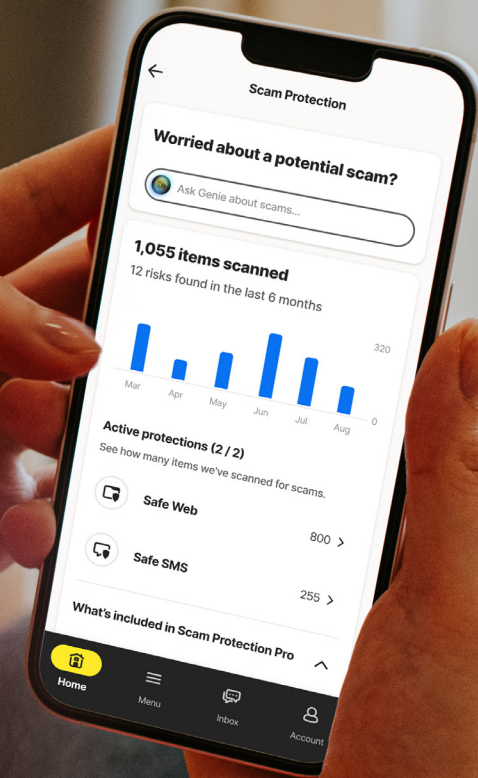
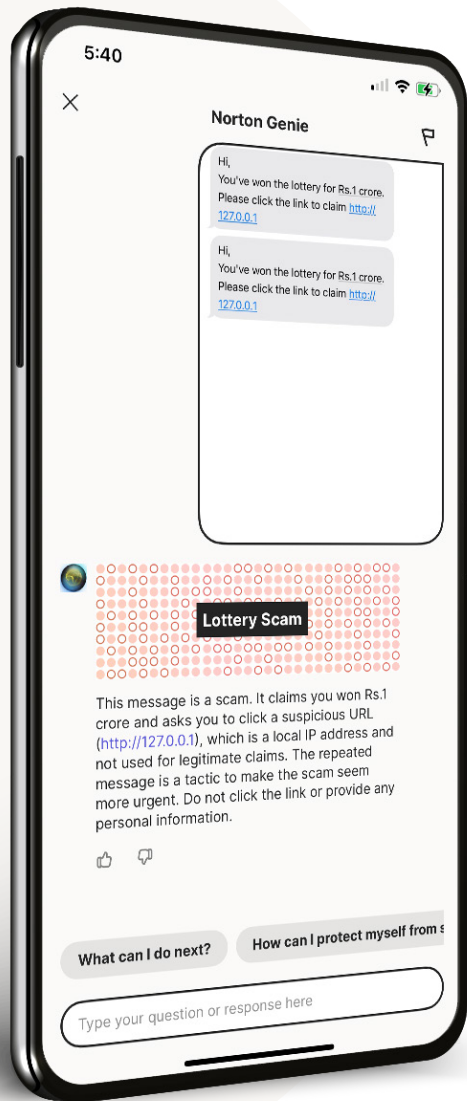




Embed trusted Digital Safety in your app

Deepen engagement with your customers





Turning Digital Safety into customer value

Your customers expect the digital services they rely on to not only help them get things done, but also keep them safe from evolving online threats. As scams, identity theft, and cyber risks continue to grow, digital safety is becoming a core expectation across industries.

When protection is **embedded directly into your app**, it becomes a natural extension of your customer experience.

By integrating our technologies, you can deliver scam detection, privacy tools, identity monitoring, and device security directly within your environment, driving stronger engagement, trust, and long-term loyalty.

Integrated protection that helps drive retention and growth

When you embed our digital safety technology into your app or service, we help you protect your customers, reduce churn, and strengthen trust. By embedding protection into your experience, you can help:



Differentiate your offering with meaningful, value-added digital safety features that address real customer concerns.



Increase retention by delivering ongoing protection that keeps customers coming back beyond your core service.



Reduce support burden by helping customers detect and avoid scams earlier.



Protect customers from scams, identity theft, and cyberthreats before issues escalate.



Create new revenue opportunities through premium features, bundles, or add-ons.

From onboarding to everyday interactions, protection becomes a visible, always-on service that reinforces the value of your app.

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 customer 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



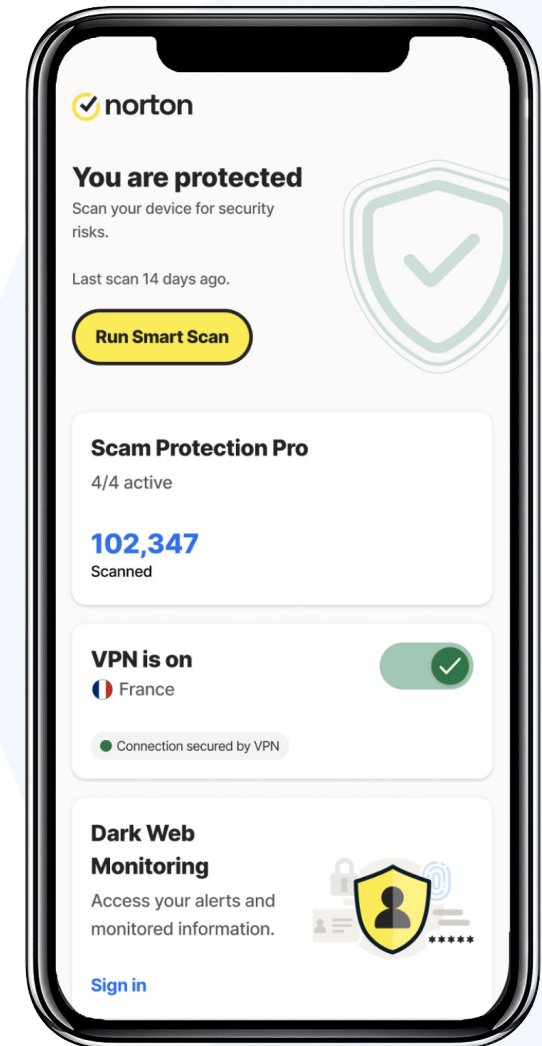
High-intent customer interactions



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

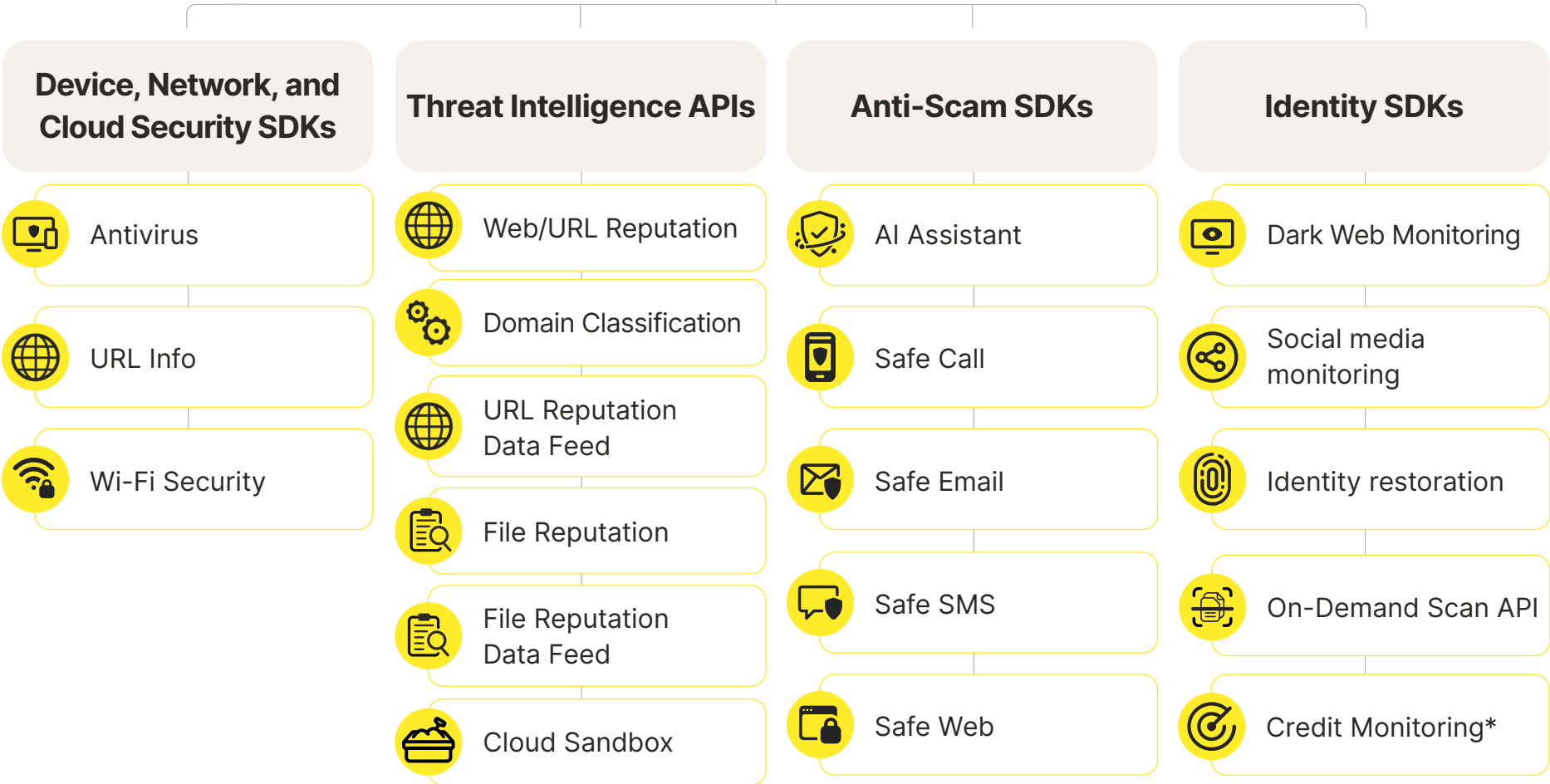
Whether you choose a fully branded experience or a co-branded approach leveraging Norton's trusted reputation, the outcome remains the same: deeply embedded protection that enhances engagement and customer trust.



With embedded protection, organizations can help:

- ✓ Deliver real-time alerts and protection insights directly to users
- ✓ Extend their core service with proactive digital safety capabilities
- ✓ Protect individuals, families, and small businesses from evolving threats
- ✓ Increase perceived value and differentiation in competitive markets
- ✓ Ensure protection is visible, ongoing, and integral to the customer experience

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



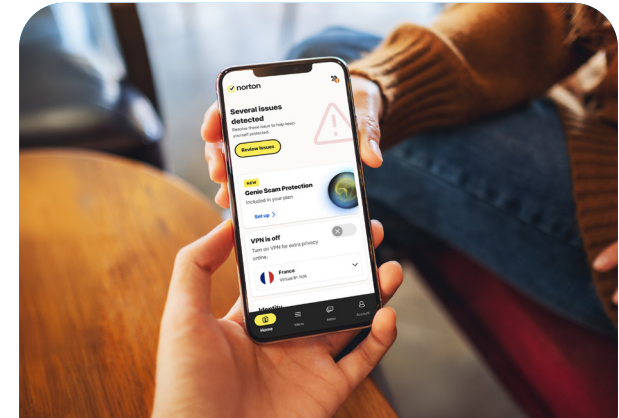
End-to-End Experience Control

Keep customers within your app from alert to resolution. By embedding protection directly into your app, you help reinforce your brand and strengthen customer relationships.



Enhanced Value for Customers

Expand your offering with digital safety features that address growing concerns around scams, identity theft, and online threats.



Future-Ready Protection

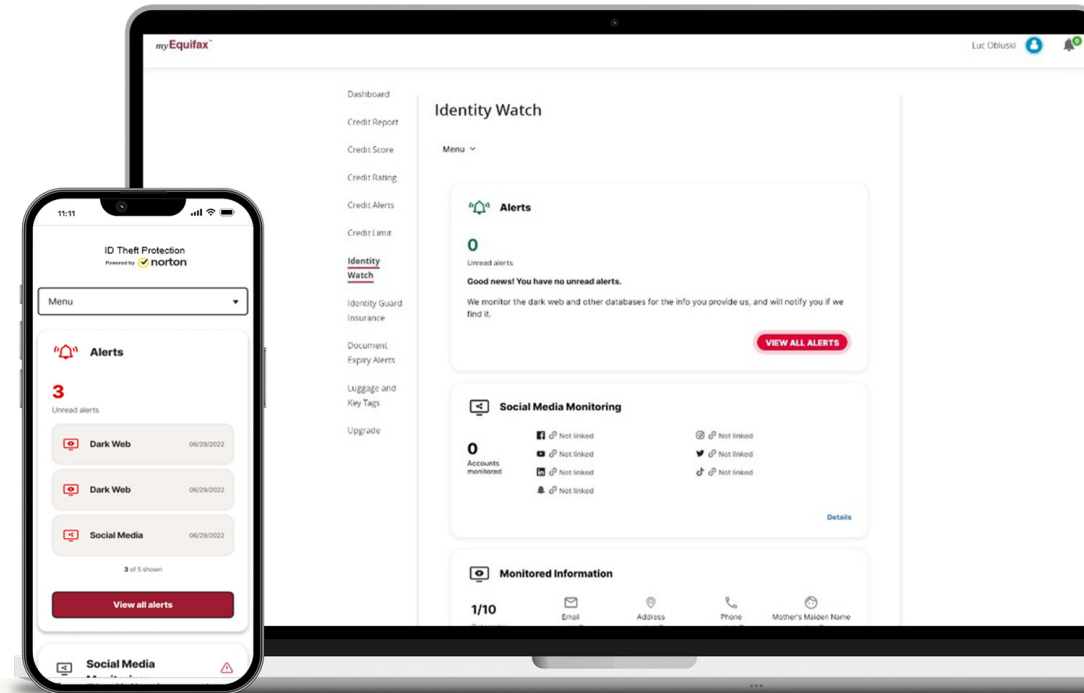
Digital threats evolve rapidly. By embedding Norton technology, your app stays aligned with emerging risks and customer expectations without requiring constant reinvention.

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 full user experience within your app.

Benefits



Complete control over
UX and UI



Alignment with your
product roadmap and
design system



Maximum flexibility
in how protection is
presented

Ideal for:

- ✓ Organizations with strong internal product, design, and engineering teams
- ✓ Platforms with highly customized user experiences
- ✓ Businesses prioritizing full brand control and long-term flexibility
- ✓ Companies embedding protection as a strategic 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 deployment



Reduced development effort



Proven UX patterns informed by digital safety expertise

Ideal for:

- ✓ Organizations looking to launch quickly
- ✓ Teams with limited development bandwidth
- ✓ Platforms prioritizing speed and efficiency



Designed for digital ecosystems

Our embedded solutions are ideal for organizations that:

- ✓ Want to keep customers within their own digital environment
- ✓ Are focused on increasing engagement and lifetime value
- ✓ Need scalable protection across diverse user segments
- ✓ Want to differentiate through trust, safety, and reliability

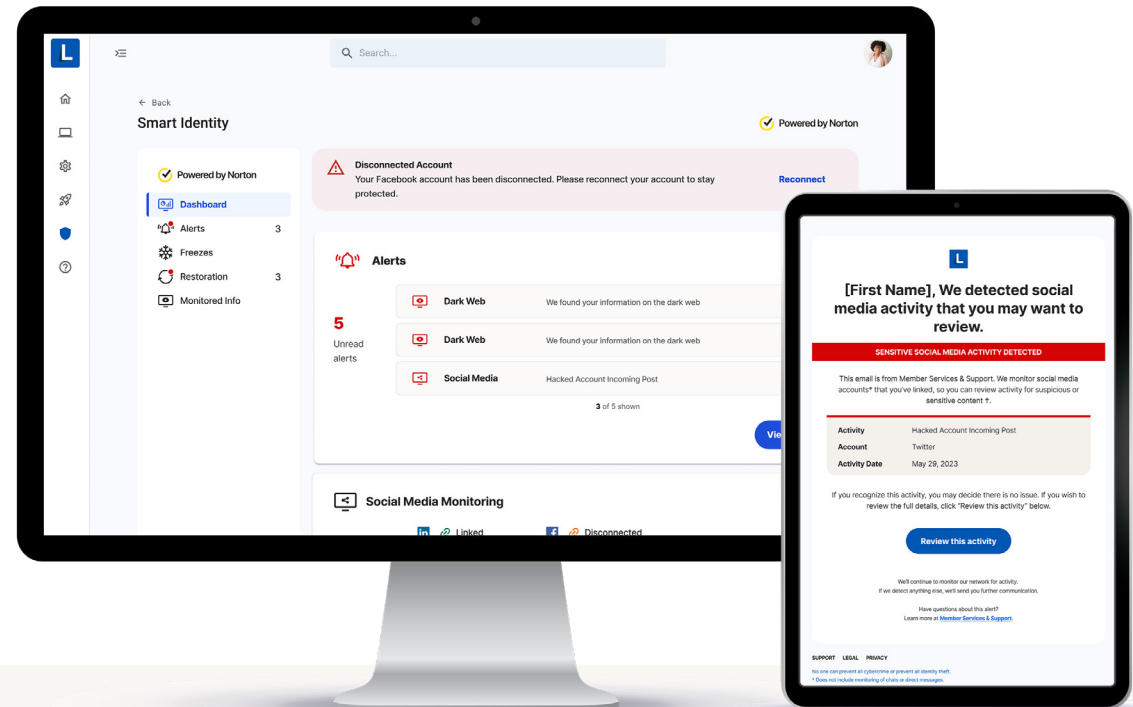
For any digital app, embedded safety becomes a powerful way to strengthen customer relationships and deliver ongoing value.

Lenovo partner spotlight

How the world's number one PC maker is powered by Norton.

Lenovo is a global technology powerhouse and the world's number one PC maker. Delivering on their promise of delivering "smarter technology for all", Lenovo has partnered with Norton to power their Identity Advisor product to provide dark web monitoring, financial monitoring and identity restoration assistance.

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 Lenovo customers.



Lenovo Identity Advisor powered by Norton can:

- **Scan the dark web[§] for up to 52 different personal details**
- **Report on 120 additional data points**
- **Notify customers of any suspicious financial transactions, credit and account freezes, or indicators that their bank accounts have been compromised**
- **Help customers whose identity may be compromised, helping resolve issues sooner**

[§] Dark Web Monitoring defaults to monitor your email address only and begins immediately. Sign into your account to enter more information for monitoring. Learn more: <https://www.lenovo.com/us/en/software/lenovoidentityadvisor/>



Turn Digital Safety into a strategic advantage

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

By integrating Norton's proven cybersecurity, scam, and identity protection* technologies directly into your app, you deliver safer customer experiences while helping to strengthen your brand and support long-term growth.

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

Take the next step

Connect with our Partner Account Executives to explore the right integration model for your business. Together, we can help protect your customers' digital lives while driving growth.

[Speak with our team](#)



*Identity protection solutions are only available in certain regions