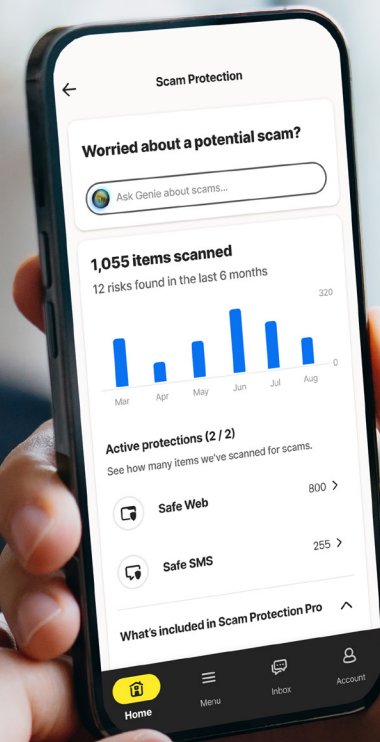
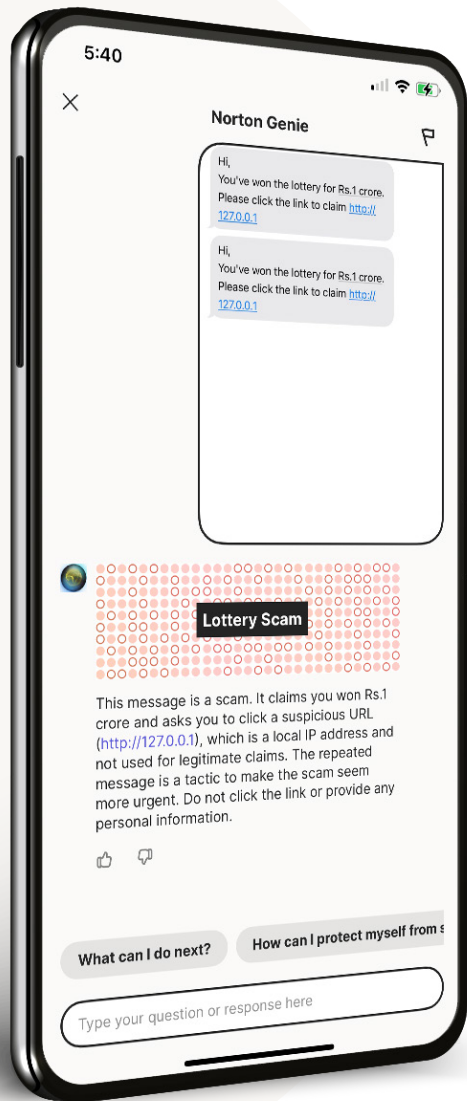




# Embed trusted Digital Safety in your app

Deepen engagement with your subscribers





# Turning Digital Safety into subscriber value

Your customers expect your service and your app to help them get things done and keep them safe from online threats. When protection is built into your service, it becomes a reason to come back to your app regularly, explore new features, and stay loyal to your brand.

By adding our protection technologies to your app, you can offer your subscribers **meaningful, everyday protection** like scam detection, privacy features, and device security - all within your own service. That means more reasons for users to engage with your platform, discover new value, and trust your brand with more of their digital lives.

# Integrated protection that helps drive retention and growth

When you embed our digital safety technology into your service or app, we help you protect your customers, grow ARPU, reduce churn, and strengthen subscriber trust. By integrating protection directly into your digital experience, digital safety becomes part of a valuable service you deliver to your customers.

## Embedded protection that delivers real business impact



Help **Increase value** by bundling premium digital safety features into your plans or offering them as paid upgrades.



Help **protect your subscribers** from scams, identity theft, and device threats, reducing support calls and brand risk.



Help **reduce churn** by delivering ongoing protection that keeps customers coming back beyond your core service.



**Strengthen your competitive positioning** with differentiated, value-added services that go beyond connectivity.

From onboarding to everyday account management, protection becomes a visible, revenue-generating service, reinforcing why subscribers choose your service over others.

# 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**



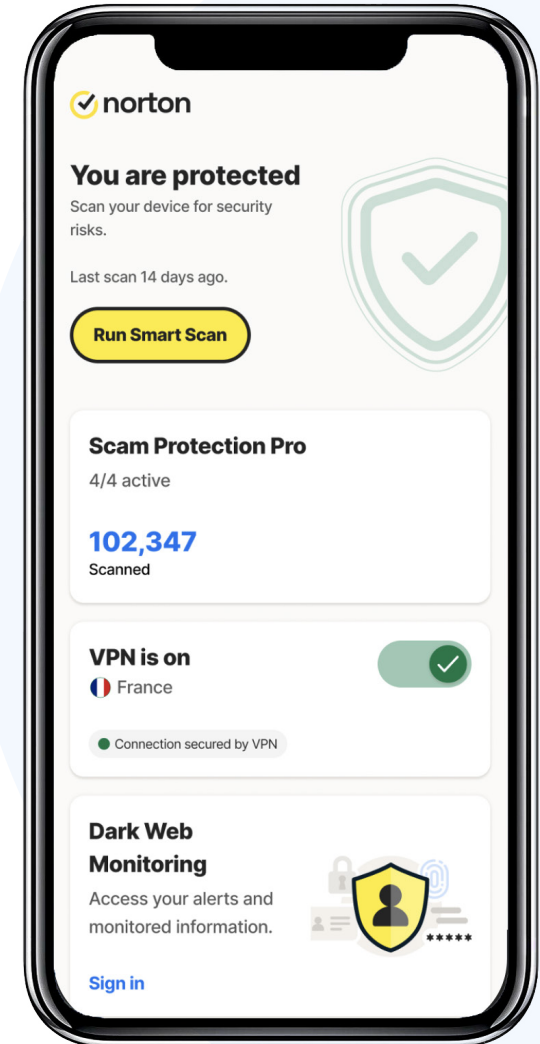
**High-intent customer interactions**



**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

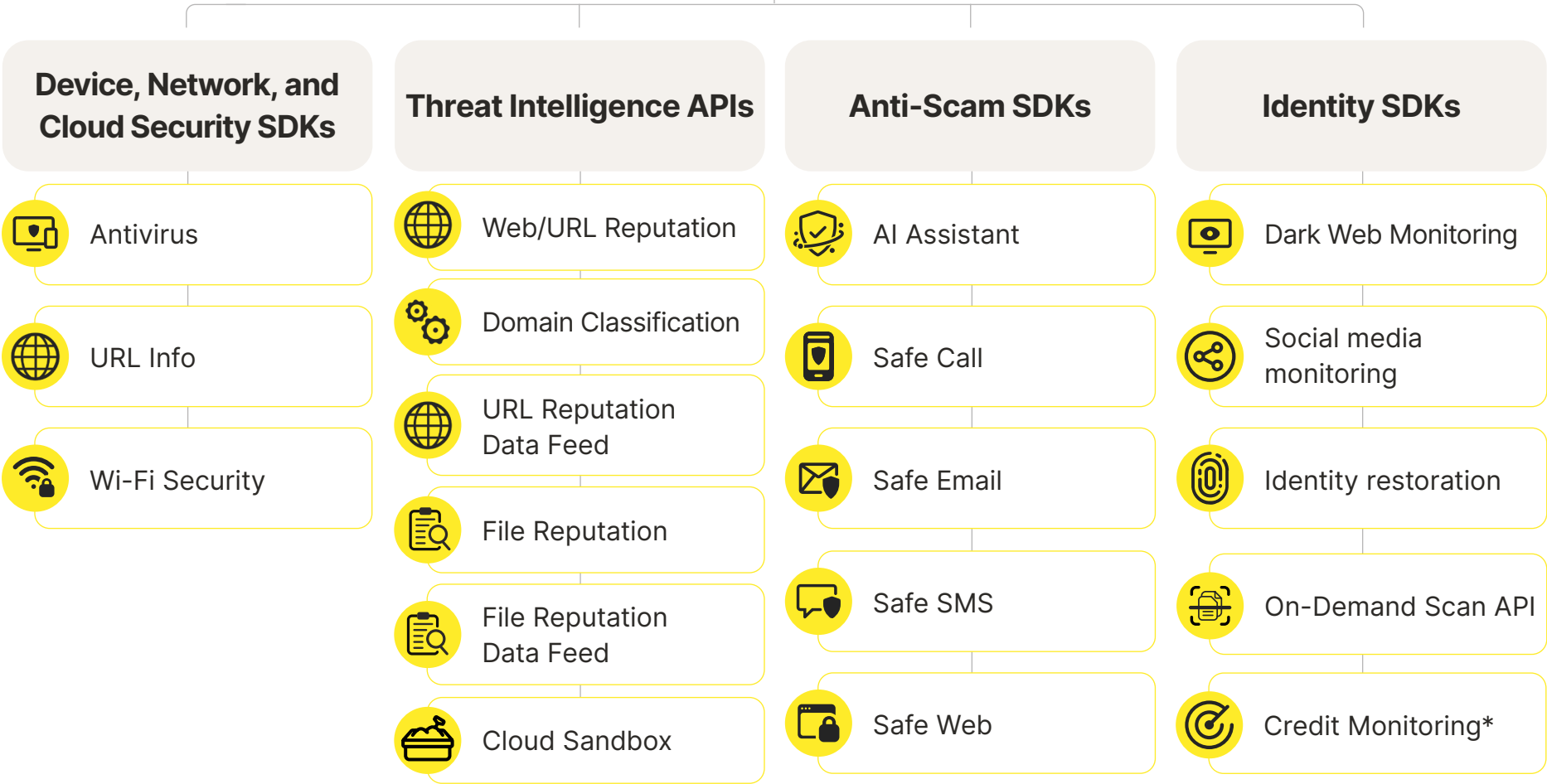
Depending on your business needs and service strategy, integrating Norton technology is achieved using either Software Development Kits (SDK), Single Page Applications (SPA), widgets or APIs. Whether you choose to lead with your own brand or choose a co-branded experience to leverage the reputation of Norton, the outcome can be the same: deeply embedded, fully branded protection that enhances engagement and strengthens customer trust.



## Built for your platform. Designed for growth.

- ✓ Drive repeat app engagement through real-time alerts, security updates, and visible protection activity
- ✓ Demonstrate value beyond your core services, reinforcing why subscribers choose you.
- ✓ Protect families and multiple user groups from scams, malware, and identity threats
- ✓ Create new revenue opportunities through premium tiers, bundled plans, or paid add-ons
- ✓ Strengthen long-term subscriber loyalty by making protection part of the everyday digital 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



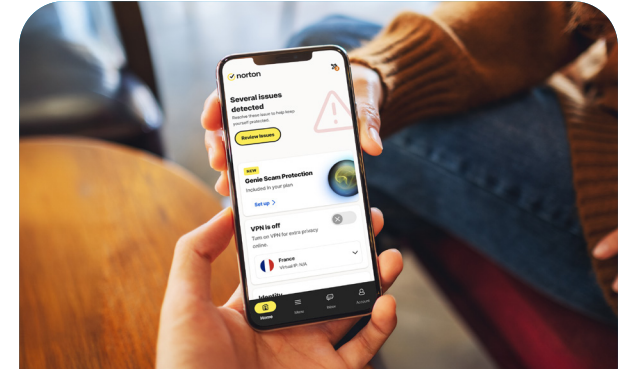
## End-to-End Experience Control

Keep users within your app from start to finish. By embedding protection directly into your platform, you can help reinforce your brand, increase engagement, and build long-term subscriber loyalty.



## Enhanced Value for Consumers and SMBs

Expand your offering with premium digital safety features that address real customer pain points, helping increase perceived value and differentiation.



## Future-Ready Protection

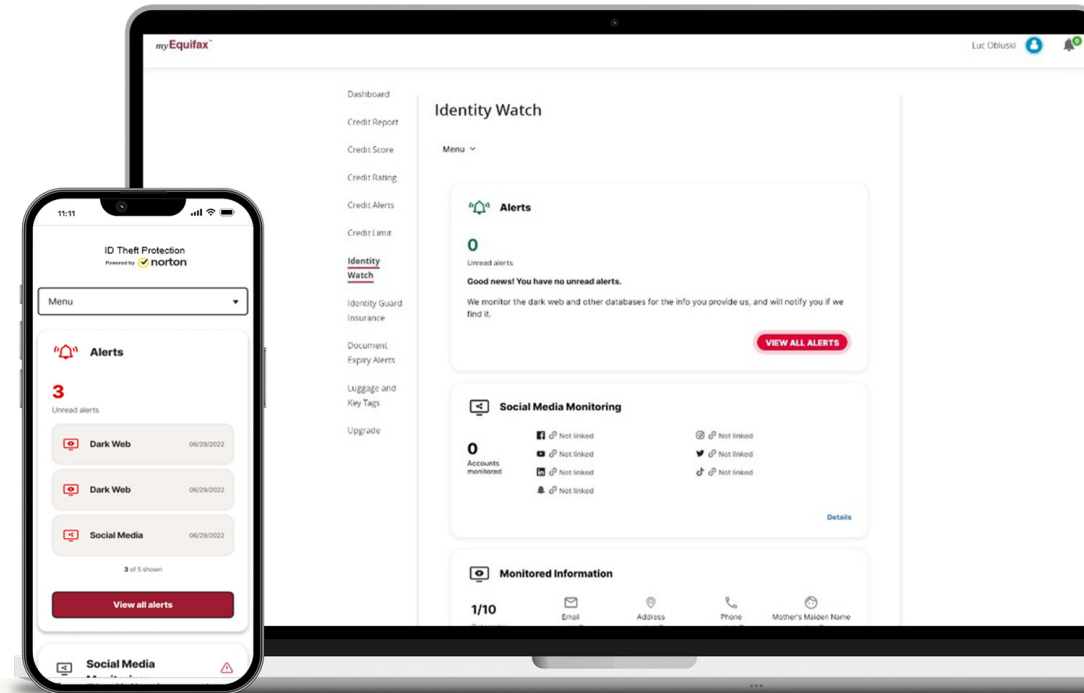
Digital threats evolve rapidly. By embedding Norton technology solutions, your platform stays aligned with emerging risks, regulatory expectations, and subscriber demands, all without requiring constant reinvention.

# 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<sup>§</sup> for up to 52 different personal details**
- **Report on 120 additional data points**
- **Provide social media monitoring<sup>1</sup> for up to seven accounts on popular platforms such as Facebook, Instagram, X, LinkedIn, SnapChat, TikTok and YouTube**

<sup>§</sup> Dark Web Monitoring defaults to monitor your email address only and begins immediately. Sign into your account to enter more information for monitoring.

<sup>1</sup> Social Media Monitoring is not available on all social media platforms and the features differ between platforms, for details go to: [norton.com/smm](https://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)

You can leverage our underlying technology to empower protection while designing and building the entire user experience yourself.

### Benefits



Complete control over  
UX and UI



Full alignment with your  
design system and  
product roadmap



Maximum flexibility  
in how protection is  
presented

### Ideal for:

- ✓ Partners with a well-known and trusted brand
- ✓ Existing strong in-house product, design, and engineering teams
- ✓ Organizations with highly customized user experiences or complex platform architectures
- ✓ Teams that prioritize full brand control and long-term UX flexibility
- ✓ Platforms that would benefit from protection as a deeply integrated, strategic product 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 also come with optional white-label UI components, including widgets and single-page applications (SPAs), to simplify implementation and accelerate time to market.

### Benefits



Faster deployment



Reduced development effort



UX patterns informed by our digital safety expertise



Proven engagement flows and protection journeys

### Ideal for:

- ✓ Partners looking to launch quickly with limited internal development bandwidth
- ✓ Organizations that want to leverage Norton's proven UI and engagement best practices
- ✓ Teams prioritizing speed to market and operational efficiency over full design customization
- ✓ Platforms seeking a lower-lift integration model with predictable implementation timelines



# Designed for embedded ecosystems

**Our embedded solutions are ideal for organizations that:**

- ✓ Want to keep subscribers entirely within their own app
- ✓ Are focused on increasing engagement and lifetime value
- ✓ Need scalable protection across your audiences
- ✓ Want to differentiate through trust, safety, and reliability

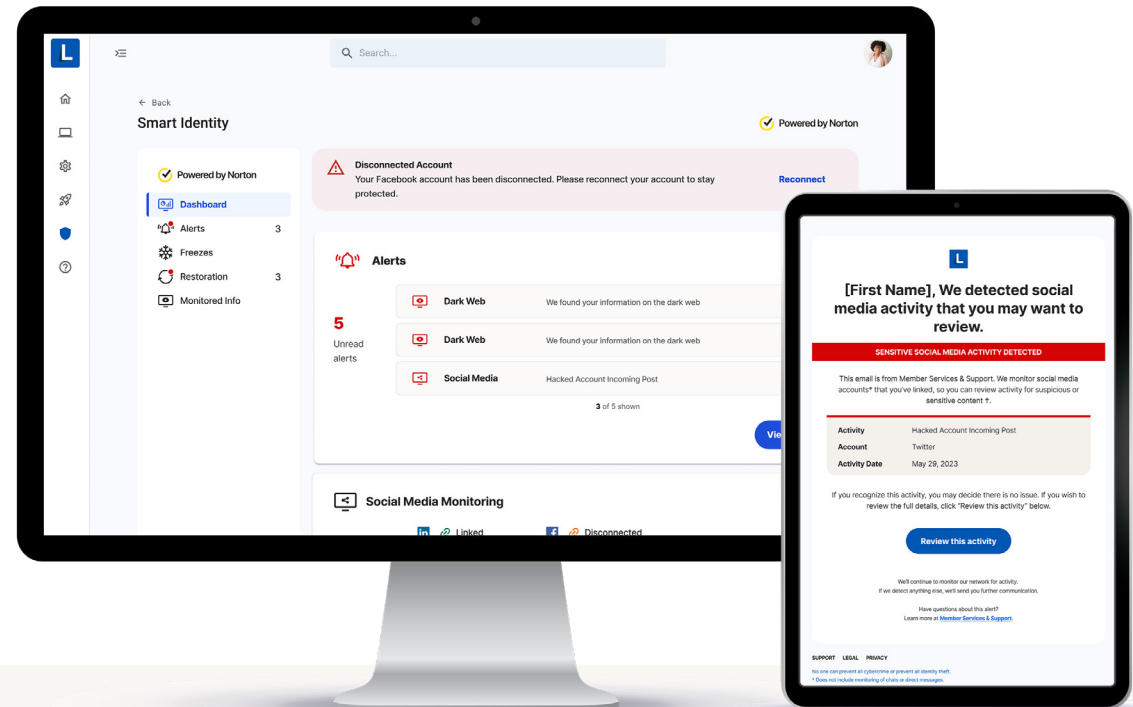
For telecom operators, embedded digital safety becomes a competitive advantage that helps drive revenue, retention, and subscriber trust.

# 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<sup>§</sup> 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**

<sup>§</sup> 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 platform advantage

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

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

Trusted by  
world-leading telecoms



## Take the next step

Book a meeting with a **Partner Account Executive** to explore the right integration for your business. Together, we'll protect subscribers' digital lives and help you grow.

[Speak with our team](#)

\*Identity protection solutions are only available in certain regions