

# Activity: Scan the QR code with your phone to see the Threat Detector Tool.





# Protection for a Brighter Digital Future

All-in-one protection against threats to  
employees' identity, devices, and privacy



# 2024: Norton Cyber Safety Statistics



Total  
**1.8B+**  
Total attacks blocked



Per Minute  
**3,600**  
Attacks blocked on average every minute



Web  
**1.5B+**  
Web-based threats blocked



File  
**122M**  
File-based threats blocked



Mobile  
**3M+**  
Mobile malware threats blocked



Phishing and Scam  
**191M+**  
Phishing and scam threats blocked

# 2024: Another Impactful Year in Data Breaches

## Total Compromises in 2024



**3,158**

**Total compromises**

44 Events Short of 23 All-Time-High



**1,350,835,988**

**Victim Notices**

211% increase YOY

### Top compromises by industry



**536**

Healthcare



**317**

Manufacturing



**737**

Financial Services



**173**

Education



**345**

Professional Services

### Total attack vectors:



**Cyberattacks**

2,525 breaches | 1.2B victims



**System and human errors**

310 breaches/exposures | 116M victims



**Physical attacks**

33 breaches/exposures | 189,000+ victims



**Supply chain attacks**

134 breaches/exposures | 203M victims

### Top 5 compromises by victim count:

**ticketmaster**

Ticketmaster Entertainment, LLC

**CHANGE HEALTHCARE**

Change Healthcare

**demandscience**

DemandScience by Pure Incubation

**AT&T**

AT&T

**NPD National Public Data**

National Public Data

# Data Breaches and the Dark Web

### What Is The Dark Web?

**Dark Web**  
A part of the internet that is hidden from standard web browsers and is often associated with illegal activities and anonymous online interactions.



**Why are you receiving this Dark Web Notification?** ⓘ

You received this Notification because your information has been shared improperly on the dark web. The exposed information may be associated with the website/service AT&T.

Information from data breaches, hacking incidents, or leaked information can be bought and sold on the dark web as “lists.” Identity thieves may buy or sell exposed personal data months to years after a security incident.

You may have previously signed up for AT&T, or provided the information to a service associated with AT&T. You may not remember signing up for AT&T or not know what other services are associated with AT&T. Even though you may have stopped using AT&T, deactivated the account, and/or unsubscribed, the information could still be in its systems.

### The Clear Web to the Dark Web Explained

The internet consists of three main parts—learn more about them.

<p><b>Surface Web</b></p> <p>The searchable part of the internet accessible through standard search engines.</p> <p><b>What's there:</b> Blogs, forums, social media, news, etc.</p>	 <p><b>Accessibility:</b> Open</p>
<p><b>Deep Web</b></p> <p>The unindexed and non-searchable part of the internet that includes private content.</p> <p><b>What's there:</b> Company databases, subscription content, etc.</p>	 <p><b>Accessibility:</b> Password-protected</p>
<p><b>Dark Web</b></p> <p>The hidden and anonymous part of the internet that isn't accessible through standard browsers.</p> <p><b>What's there:</b> Hidden content, anonymous forums, etc.</p>	 <p><b>Accessibility:</b> Requires Tor browser</p>



# Dark Web Monitoring

## Monitored Information

10/12

Categories monitored

Name 1/1	Social Security Number 1/1	Date of Birth 1/1
Email 2/5	Address 1/5	Phone 2/5
Mother's Maiden Name 1/1	Driver's License 1/1	Insurance 
Credit Card 1/10	Bank Account 2/10	Gamer Tag 

[Detail](#)

### What Can Happen After Your Information Gets To the Dark Web?

Identity theft	Account takeovers
Impersonation	Legal issues
Financial loss	Reputational damage
Targeted scams	Credit scores drops

2 alert(s)

**LifeLock ID Theft Protection**

Monitoring active

[Go to Dashboard](#)

### What can you do next?

Being proactive with best practices and next steps, such as the following, can help:

- If your notification mentions an email, change the password associated with it. It has been exposed.
- If your notification mentions an affected website, do also change the password to it, or to any other site where you've used the password.
- Choose a new, unique, and strong password for each individual site you use. Don't use the same password each time.
- Securely create and store your passwords with [Our Password Manager](#).
- Review your [credit reports](#) to look for signs of fraud and ID theft.
- [Lock or Freeze](#) your credit and utility accounts to help protect against unauthorized account openings.
- Set up or add to [Transaction Monitoring](#) to help protect your financial accounts.

# Data Brokers


## What is a data broker?

Data brokers gather information about consumers from a variety of sources, and people-search sites (a type of data broker) like Whitepages or Spokeo make that information searchable on their websites.

### Sources for the information can include:

 **Public records**

 **Public information on the Web**

 **Warranty registration information**

 **Online activity**

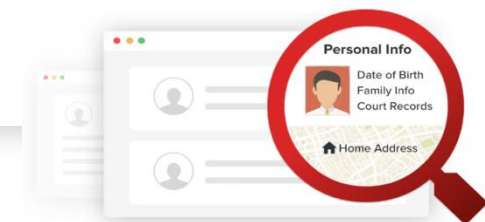
 **Web browsing activity**

 **Social media profiles**

 **Purchase history**  
(many stores sell this data)

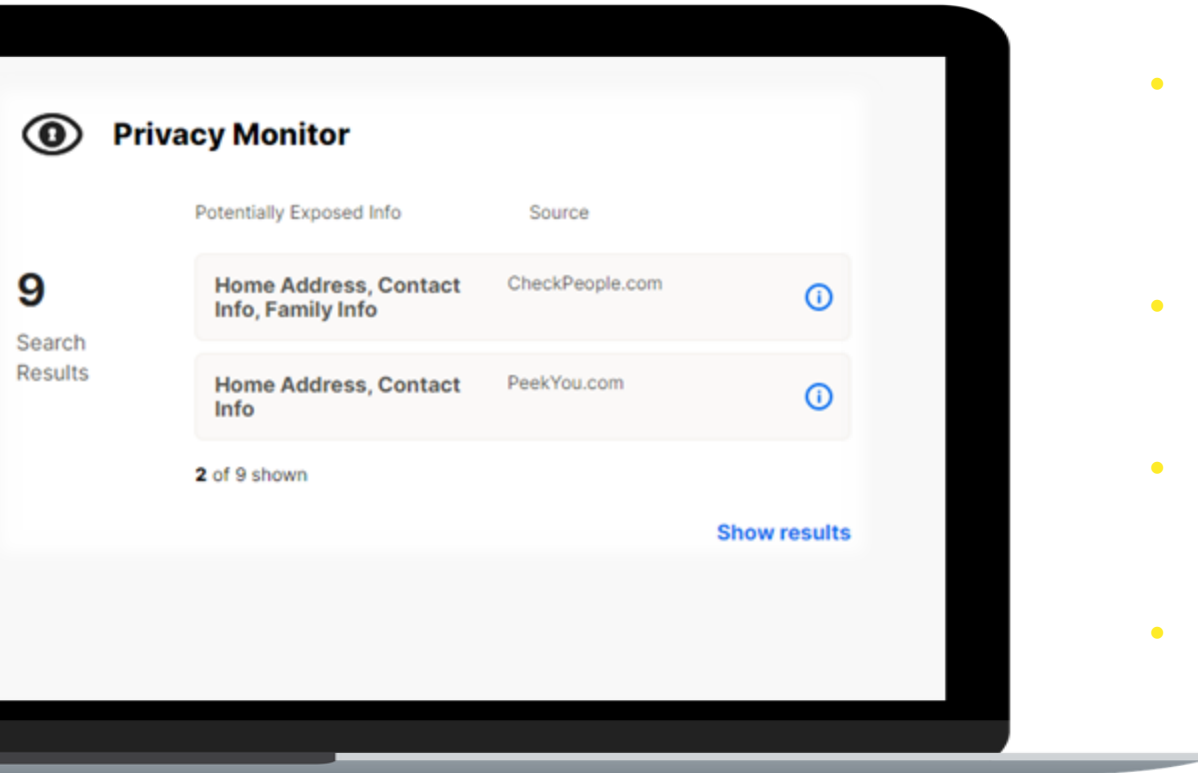
## Information on People Search Sites Includes:

- Addresses (past and current)
- Phone numbers
- Birthdates
- Names and ages of relatives
- Neighbors
- Email addresses
- Social media accounts (including dating profiles)
- Education level
- Hobbies and interests
- Employment information
- Estimated salary
- Investments
- Marriage and divorce records
- Criminal records

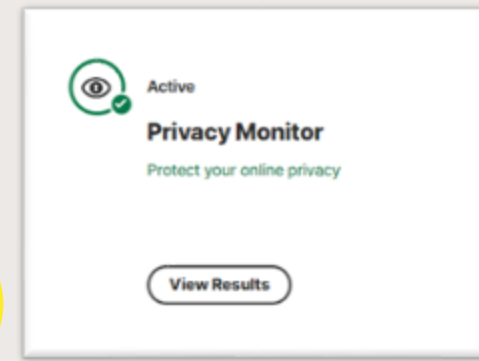


# Privacy Monitor

## Take more control over online privacy



- Helps you scan dozens of popular people-search and data broker websites for your personal information
- Provides a list of sites where your information is exposed
- Shows you what types of information is being displayed on each site
- Provides quick access links to see how you can opt out from each site





# Privacy Monitor Assistant

LIFELock WITH NORTON BENEFIT PREMIER  
Available Now

Privacy Monitor Assistant helps employees regain control over their personal data:



## Your information is exposed

We scan **200+** popular broker sites for your info.  
(**300+** brokers on target for **Summer 2025**)



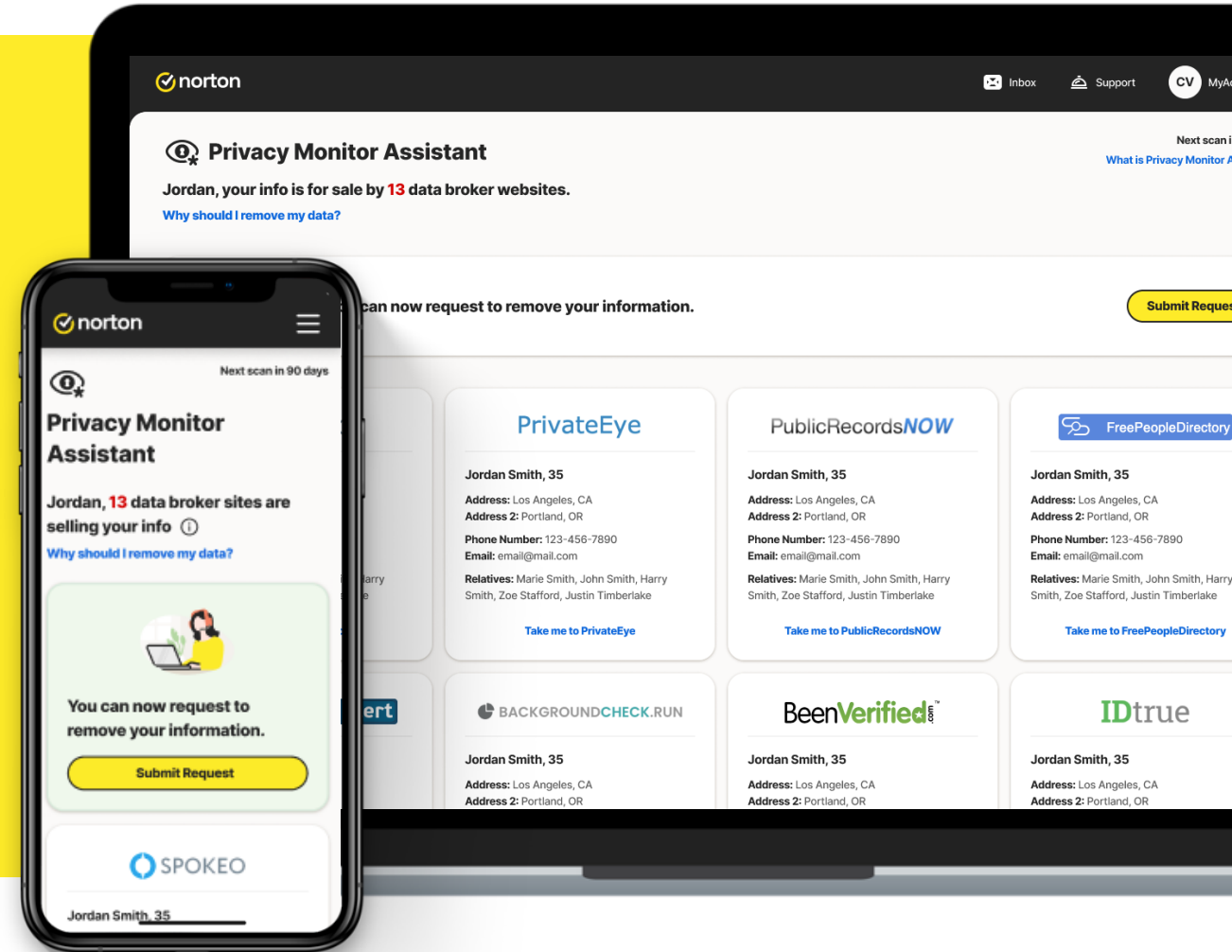
## You're opted out

After the initiating removal, our team will handle it from there.



## You get ongoing support & reporting

**Coming Summer 2025!** Re-scanning every 90 days lets you know if your data was reposted. We immediately begin removal and report progress back to you.



# Lock + Freeze

## Helping safeguard your identity

**Identity Protection**  
Monitoring Active

- Dashboard
- Alerts 1
- Credit Services
- Lock & Freeze**
- Transactions
- Home Title
- Restoration
- Monitored Info
- Plan Details

**Lock** Freeze

Identity thieves can open unauthorized accounts in your name. Lock to help protect against unauthorized account openings, then unlock when you want to open a new account.

**Credit Lock** TransUnion

Help protect against identity thieves opening credit card, loans, and other credit accounts in your name by locking your TransUnion credit file. [Learn More](#)

**Help protect yourself with Equifax and Experian**  
While we offer you the ability to lock your TransUnion credit file, you can still freeze your file with the other 2 credit bureaus.

**Payday Loan Lock**

Help protect yourself from identity thieves applying for unauthorized short-term loans, then racking up debt in your name. These loans may include payday loans, high-cost installment loans, and rent-to-own loans.

Payday Loan Lock provides you additional coverage, as payday loan account openings do not rely on a credit file check. [Learn More](#)

2 alert(s)  
**LifeLock ID Theft Protection**  
Monitoring active  
[Go to Dashboard](#)

**Identity Lock**

<b>Locked</b> TransUnion Credit Lock	<b>Locked</b> Payday Loan Lock
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[Details](#)

# Our Approach to Cyber Safety



## Identity Theft Protection

Proprietary technology monitors for fraudulent use of our members' SSN, name, address and date of birth. The patented system sends alerts by text, phone, email or mobile app when a potential threat is detected.

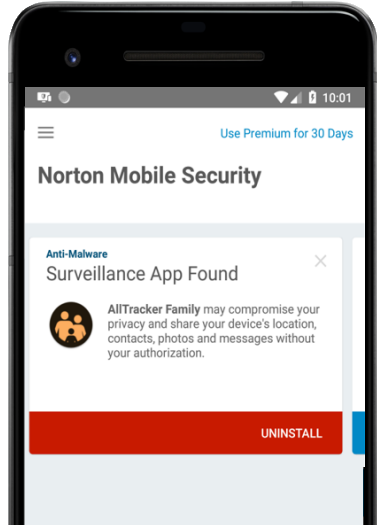
## Device Security

Multi-layered, advanced security helps protect devices against existing and emerging malware threats, including ransomware, and helps protect private and financial information when employees go online.

## Online Privacy

Protect devices on vulnerable connections through bank-grade encryption to keep information private. We also scan common public people-search websites for employees' info and help them opt-out.

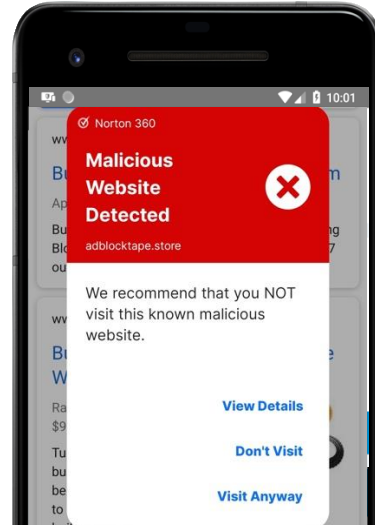
# Our Product in Action



## STEP 1

### BLOCK & LOCK

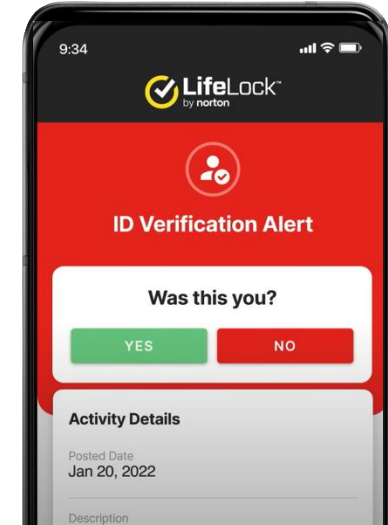
- Our protective features are stopping cyber threats before they affect devices
- Enable the user to lock access to credit and financial accounts



## STEP 2

### SCAN & ALERT

- Monitors threats to your identity and financial accounts (extending to telco and utilities)
- Alerts by phone, text, email, or mobile app when a threat is detected



## STEP 3

### FIX & REIMBURSE

- Restoration Agents help resolve identity theft or device-related intrusions
- Reimburse funds stolen from identity theft up to \$3M
- Assign lawyers and experts if needed with no upfront or out-of-pocket cost



# Benefit Plan Overview

## ALL PRODUCTS INCLUDE:

### Identity Theft Protection

- LifeLock Identity Alert™ System
- Financial protections
- Lifestyle protection
- Social protection
- Protective lock & freeze dashboard

### Device Security

- Norton Device Security
- Online threat protection
- Password manager
- Child online safety tools (Parental Controls)

### Online Privacy

- Secure VPN
- Data broker scanning and removal assistance (Privacy Monitor)
- Solicitation reduction, ad blocker

### Service & Support

- Restoration & remediation services
- Dedicated phone line and email support
- \$3 Million Protection Package

### Benefit Essential

\$7.99 Employee Only  
\$15.98 Employee + Dependents

#### All Product Features, Plus:

- 1 Bureau Credit Monitoring +
- 1 Bureau Credit Application Alerts
- 1 Bureau Report & Score (monthly)
- Norton Device Protection (3EE/6FM)

### Benefit Premier

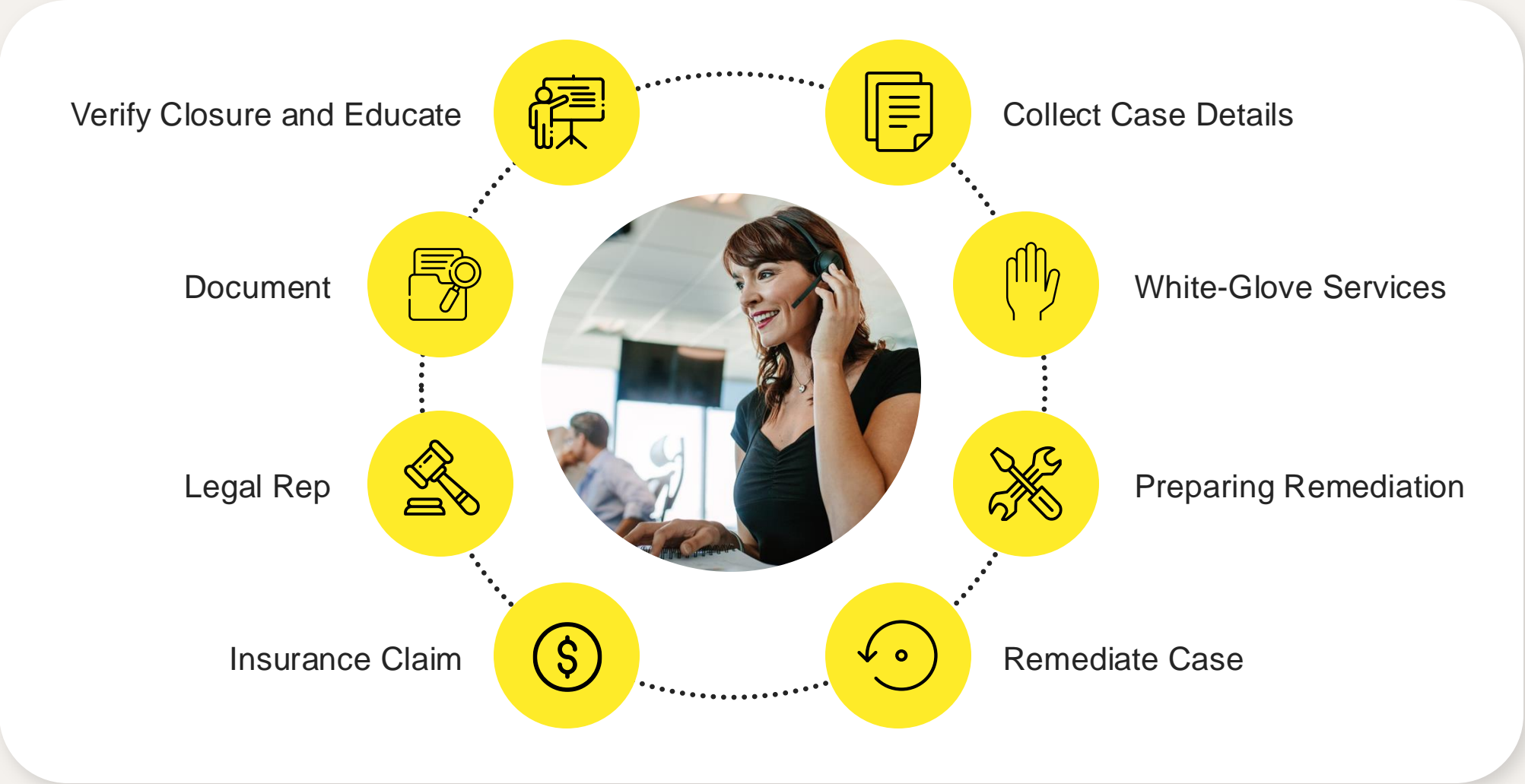
\$13.49 Employee Only  
\$26.98 Employee + Dependents

#### All Essential Features, Plus:

- 3 Bureau Credit Monitoring
- 3 Bureau Report + Score
- Monthly Credit Score Tracking
- Norton Device Protection (5EE/10FM)
- Bank Account Takeover Alerts
- New Checking & Saving Application
- Home Title Monitoring

Benefit Plans are **60% less** than the retail equivalent.

# Our Full-Service Support







## Million Dollar Protection Package<sup>†††</sup>



**\$1 Million**

for Lawyers and Experts

If needed, we'll retain lawyers and experts directly on behalf of our member to help solve their identity theft



**\$1 Million**

for Expense Reimbursement

We reimburse expenses resulting from identity theft like childcare, travel, document replacement, and lost wages



**\$1 Million**

for Stolen Funds Reimbursement

We'll reimburse money directly back to the member if they have stolen funds from their bank, investment, or credit accounts due to identity theft

Δ The LifeLock Benefit Junior plan is for minors under the age of 18. LifeLock enrollment is limited to employees and their eligible dependents. Eligible dependents must live within the employee's household, or be financially dependent on employee. LifeLock services will only be provided after receipt and applicable verification of certain information about you and each family member. Please refer to employer group for the required information under your plan. In the event you do not complete the enrollment process for any family member, those individuals will not receive LifeLock services, but you will continue to be charged the full amount of the monthly membership selected until you cancel or modify your plan at your employer's next open enrollment period which may be annually. Please note that we will NOT refund or credit you for any period of time during which we are unable to provide LifeLock services to any family member on your plan after your benefit effective date due to your failure to submit the information necessary to complete enrollment. If you do not complete the enrollment process for each family member, you may continue to pay more for LifeLock services than you otherwise would if you had selected a lower tier plan.

††† Reimbursement and Expense Compensation, each with limits of up to \$1 million for LifeLock with Norton Benefit Essential and LifeLock with Norton Benefit Premier. And up to \$1 million for coverage for lawyers and experts if needed, for all plans. Benefits under the Master Policy are issued and covered by United Specialty Insurance Company (State National Insurance Company, Inc. for NY State members). Policy terms, conditions and exclusions at [NortonLifeLock.com/legal](https://nortonlifelock.com/legal).

^ There are no additional limits on eligible claims within each \$1 million category of protection outlined above. All claims are subject to the requirements outlined in the Master Policy. See [NortonLifeLock.com/legal](https://nortonlifelock.com/legal) for policy details.

## An extensive safety net for employees



Up to **\$3 million** in coverage for each eligible member<sup>Δ</sup>, in the rare event its needed



No limits on the number of claims a member can file in a year<sup>Δ</sup>



No limits on the number of occurrences for reimbursement<sup>Δ</sup>



No sub-limits to worry about<sup>Δ</sup>



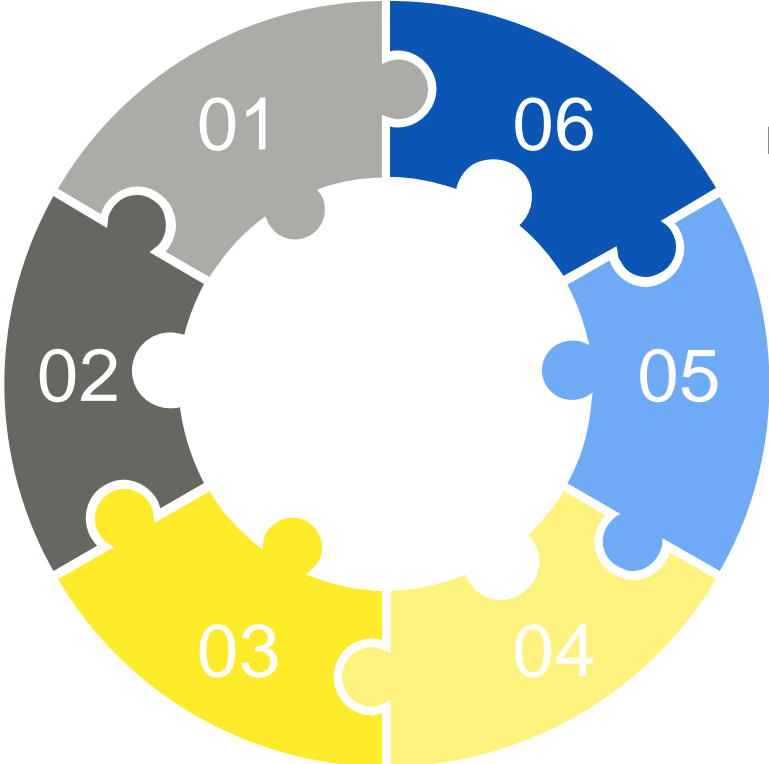
Financial accounts not linked for monitoring may still be covered for reimbursement

# WHAT INFORMATION IS NEEDED?

**LEGAL NAME**  
Required to successfully enroll members.

**DATE OF BIRTH**  
Required to successfully enroll members.

**SOCIAL SECURITY NUMBER**  
Required to successfully enroll members.



**DOMESTIC ADDRESS**  
Required to successfully enroll members.

**PHONE NUMBER**  
Can be work or personal.

**EMAIL ADDRESS**  
Can be work or personal.

# Employees Protected Upon Enrollment

AUTO-ON FEATURES – NO ADDITIONAL STEPS.



LifeLock Identity Alerts



Home Title Monitoring



Dark Web Monitoring +  
“Password Combo List” (email)



File Sharing Network  
Searches



SSN Alerts &  
Fictitious Identity  
Monitoring



USPS Address Change  
Verification



New Credit Applications –  
Credit, Payday, Online  
Loan Marketplaces



Telcom & Cable Applications  
for Service



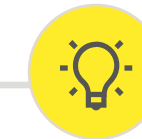
Privacy Monitor  
(Data Brokers)



State Unemployment  
Fraud Alerts – KS, KY



Phone Takeover Monitoring  
(Phone #)



Court Records Scanning





# ADDITIONAL KEY FEATURES

- ANTIVIRUS
- ANTI-MALWARE / RANSOMWARE
- PARENTAL CONTROLS
- PASSWORD MANAGER
- SAFE WEB BROWSING
- SMART FIREWALL
- SMS TEXT PHISHING
- SIM CARD PHONE TAKEOVER
- VPN
- CLOUD BACKUP
- SAFECAM



## You are now enrolled in Norton LifeLock Benefit Plans

Your plan includes protection for your digital life – helping protect your identity, your online privacy, and your personal devices.

It is important for you to take a few moments to activate your new account. You will need to log in to take advantage of many of the great features included in your plan.

[Activate my account](#)

When activating your account, you will be asked to provide key pieces of information so that we can verify and locate your membership. Once complete, you will provide your preferred (unique to you) email address and create a password that will be used to access your account in the future at my.norton.com.

### Once activated, your protection is made to be on-the-go!

Take advantage of our powerful, personal mobile security protection on a top-level mobile app. The primary member (employee) will need to login on each device utilizing the Norton 360™ for Mobile app, providing protection against viruses, ransomware, malware, spyware, and other online threats.

### Your partner against cyberthreats



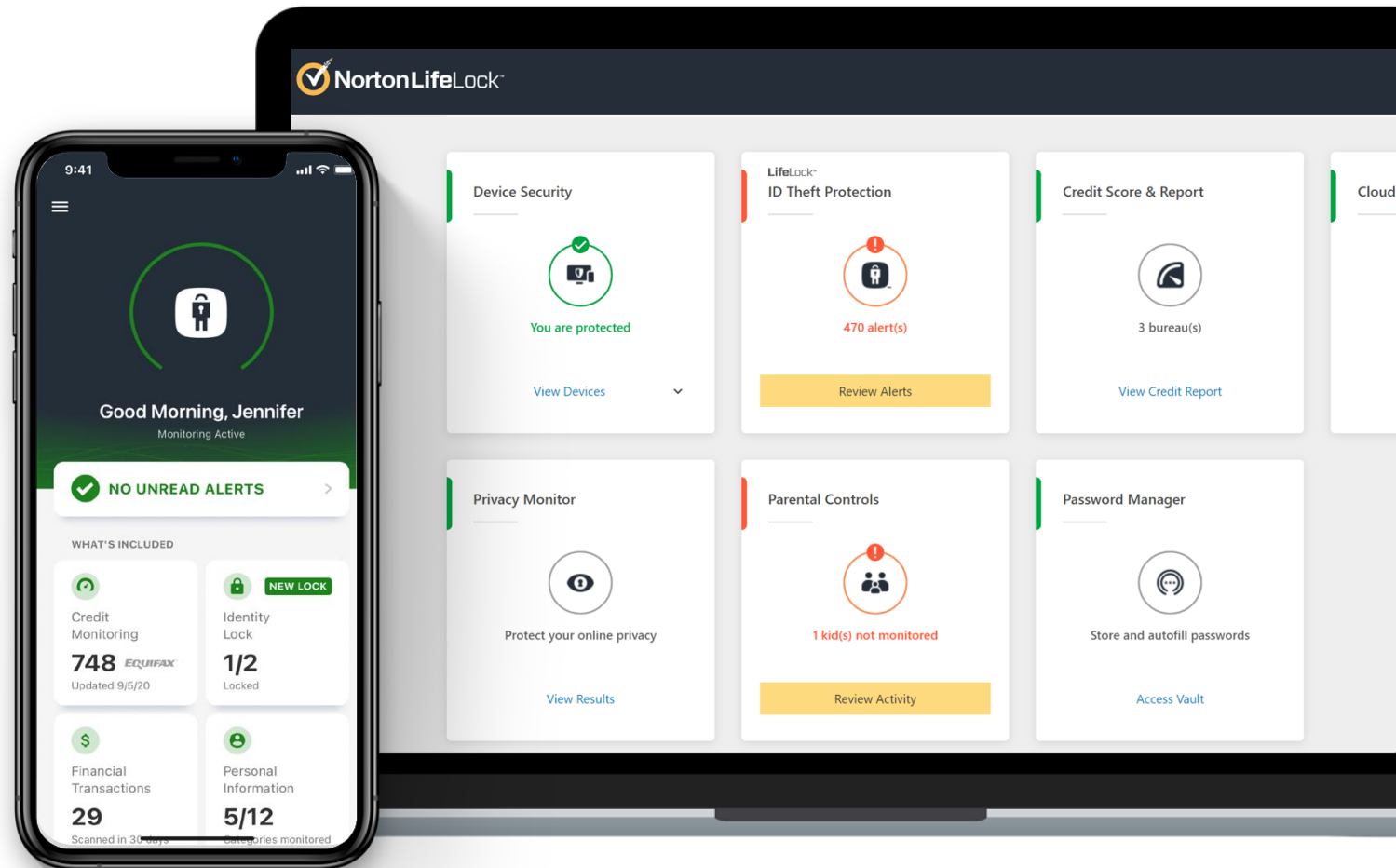
- Ditch the sticky notes – store your passwords securely
- Be alerted when you're visiting an unsafe site
- Scan WiFi and avoid unsecured networks
- Keep your internet activity private with Norton Secure VPN
- Bolster your financial wellness by regularly checking your credit reports and scores

Screens modified for demonstration purposes. Subject to change. Features may differ depending on plan.

Have questions, or need assistance exploring all that is included with this plan?

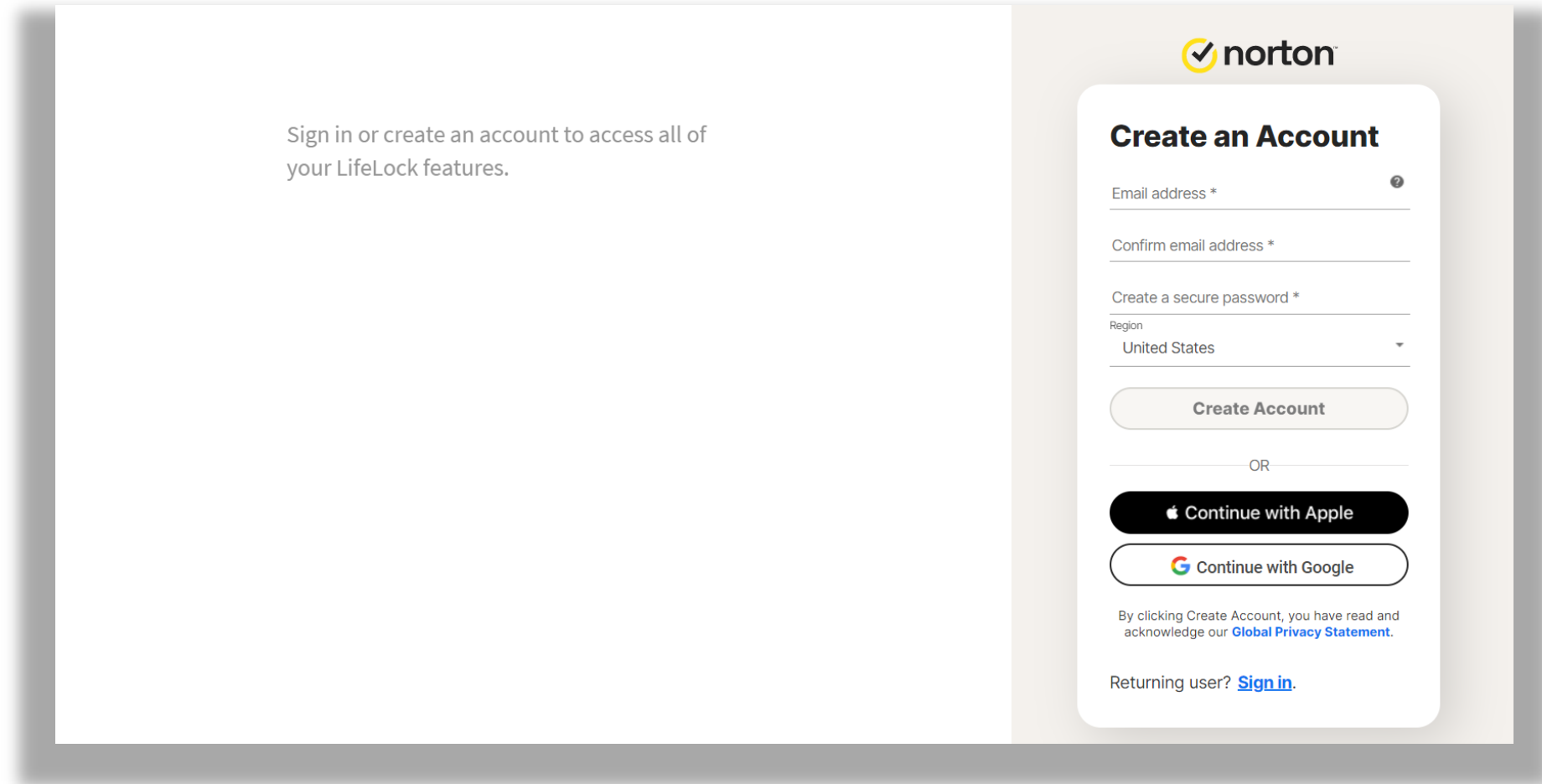
Call us at: 1-800-607-9174

# Member Experience



# Create Norton Account

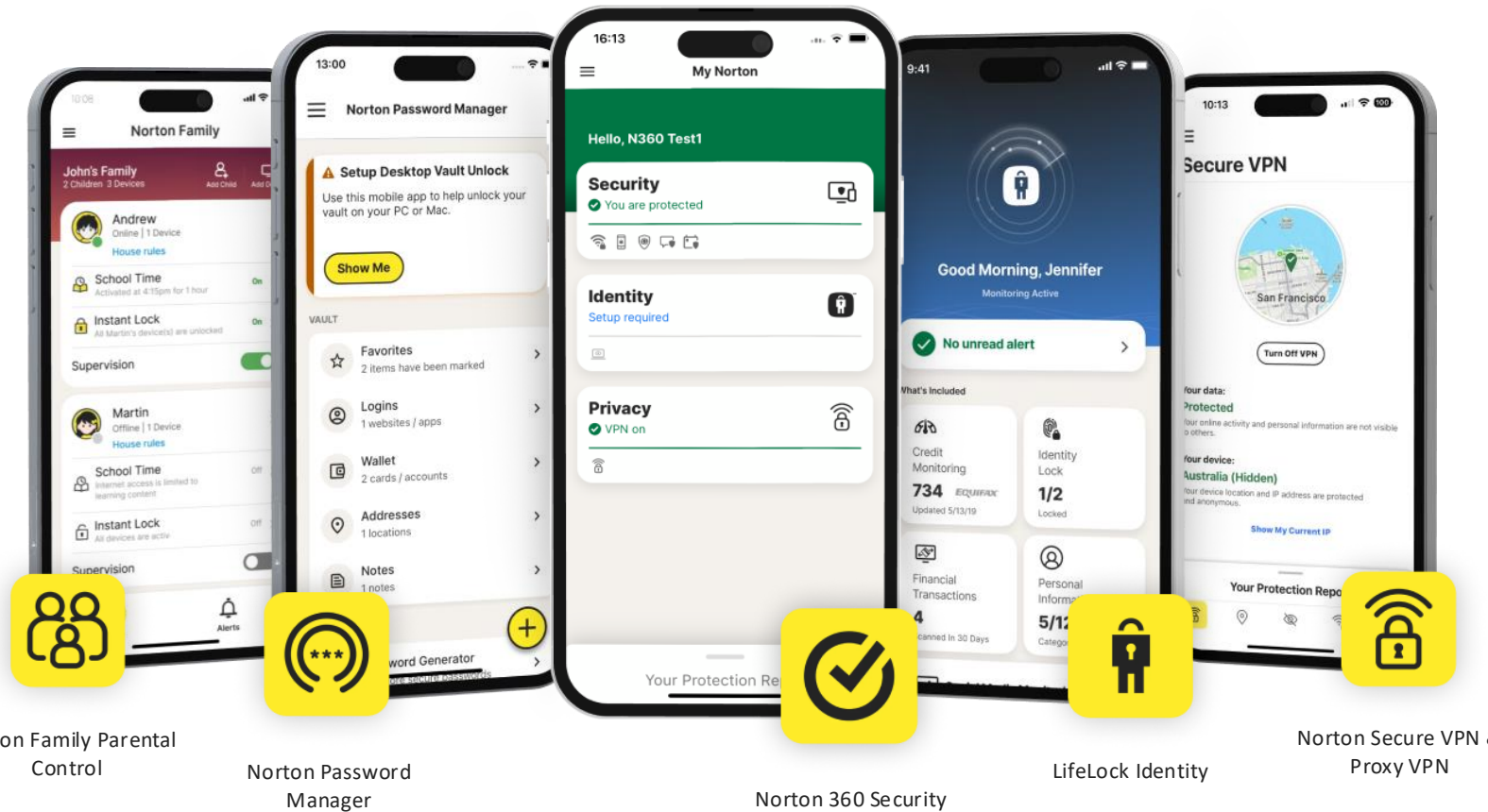
*Current members can utilize the same login credentials they previously established for Norton.*  
[www.Norton.com/EBsetup](http://www.Norton.com/EBsetup)





# Yes, we have an app for that.

It's easy to access new features and updates in your Norton LifeLock Benefit Plan. Simply download the feature apps and you're good to go – on-the-go!





# Questions?

Call: 800-607-9174  
M-F 9am-7pm EST

