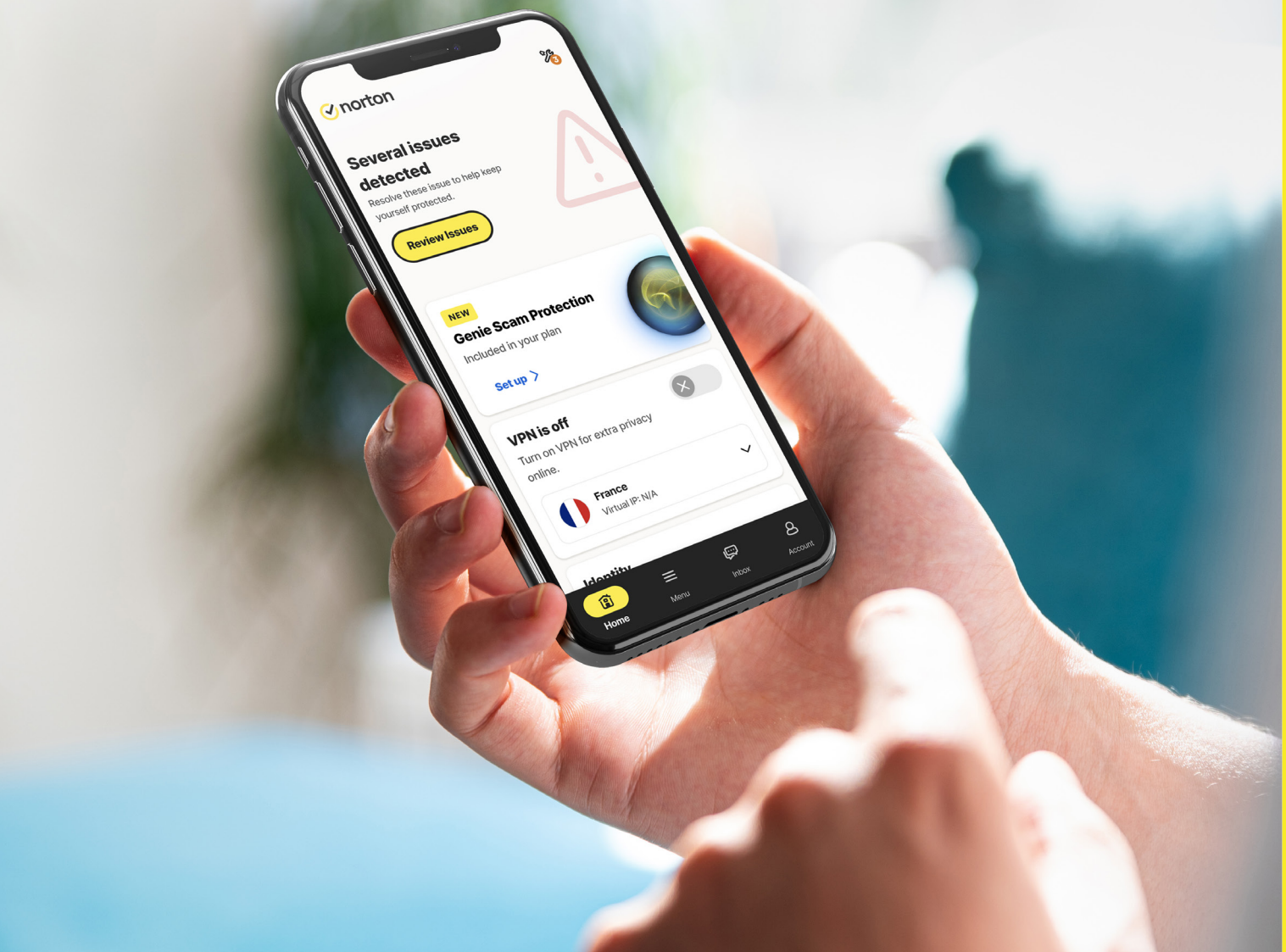
Help protect your customers against advanced scams with Norton

Empower your customers with embedded AI-driven tools from Norton to help them outsmart scams and stay secure in an evolving digital threat landscape.



Smarter scams demand smarter solutions

Cyberthreats have evolved, and today's scams are more sophisticated and dangerous than ever. We'll help you safeguard your customers in this rapidly changing digital world with AI-powered protection that's designed to outsmart even the most advanced threats.

Why scam protection matters

Today's threats go beyond malware. Scammers now use cutting-edge tools like AI to create highly convincing phishing attempts, deepfake videos, and synthesised voice messages. These advanced tactics make scams harder to detect and pose a significant risk to individuals and businesses alike. Social media platforms, messaging apps, and email services have become prime targets for these scams, each demanding unique defences.

$1.03 trillion

$1.03 trillion is **lost to scams globally**[1]

61%

Over 601,000 scam reports were made in 2023, an **18.5%** increase from 2022[2]

10

There are nearly **10 scam attempts** per second[3]

75%

75% of scam victims were impacted financially[3]

Comprehensive embedded AI-powered protection by Norton

Norton offers advanced AI-powered tools that can be seamlessly embedded into your services, helping secure your customers' online experience and protecting them against scams, no matter where they are.

Safe SMS

Detects and blocks sophisticated scams in text messages. Your customers can enjoy peace of mind when opening their inbox.

Safe Call

Uses AI to automatically block scam calls or label incoming calls as scams, junk, or legitimate businesses, so your customers can decide whether to answer.

Safe Web

Advanced AI inspects the web pages where your customers browse and shop, identifying hidden scams to ensure their online experience is more secure.

Safe Email

Proactively scans emails for hidden scam patterns using Norton Genie AI, flagging suspicious messages before they're even opened. This feature helps detect sophisticated scams early.

Deepfake Detection

Detects deepfakes (AI generated content) in videos by analysing the audio and identifies scams by interpreting the intent of the speech.

Norton Genie Assistant

A personal AI-powered assistant, ready to help your customers identify suspicious websites, SMS messages, and scams at a tap. Navigate the digital world with confidence.

Private Browser

A browser built to block advanced phishing scams[4] and help keep annoying ads away, while your customers browse, bank, and shop, so they'll know the page they're visiting is safe.

Scam Protection Dashboard

Stay informed with a clear overview of your protection. See where Norton is actively shielding you, spot common risk patterns, and explore additional anti-scam tools.

Partner with Norton to embed protection and stay ahead of scammers

Scammers are using advanced tools—but so are we. Partner with Norton to embed proactive, AI-powered solutions to help keep your customers safe in a world of evolving threats.

From emails to social media, calls to texts, and every click in between, Norton's comprehensive scam protection suite helps ensure you're always one step ahead.

Partner with Norton to safeguard your customers against scams, increase loyalty and retention, unlock new revenue streams, and more.

Scan the QR code to learn more or email:
APACpartnerships@gendigital.com

Partnering with industry leaders in:

- Retail and e-tail
- Original equipment manufacturers (OEMs)
- Telecommunications
- Financial services
- Affinity organisations
- Employee benefits

Trusted by industry leaders† around the world

Norton is a member of GASA (Global Anti-Scam Alliance) and Anti-Phising Working Group (APWG)

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.

1. GASA 2024
2. Source: Report of the National Anti-Scam Centre on scams activity 2023, April 2024
3. Based on an online survey of 1,001 adults in Australia conducted by Dynata on behalf of Gen in December 2024.
4. Zero-day phishing protection not supported on Android and iOS.

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Some new scam protection features will become available to current Norton customers on a rolling basis.
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