



# Identity theft protection customised for you and your customer.



## How it works

You'll get access to a platform that fuels Identity services via Identity SDK



You integrate the identity features built by Norton into your web experience and app



Your customer goes through your purchase/enablement flow



You tell Norton to start monitoring for your customer via Identity SDK API

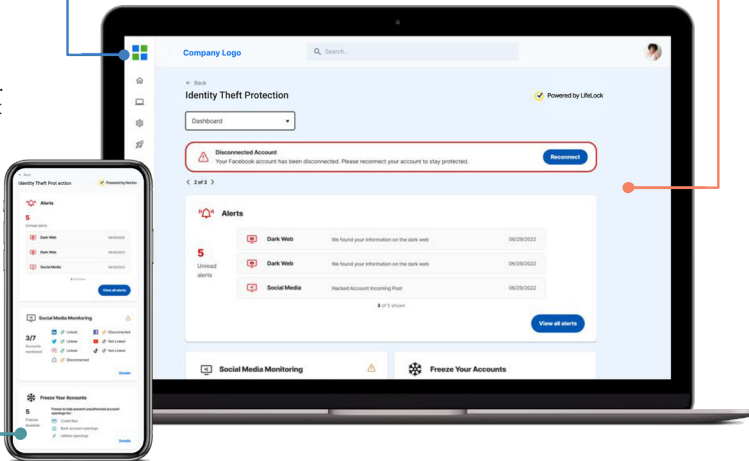


You display the embedded Identity experience to your customer



## Seamless Integration

We work with you to configure the exact experience you want. You decide which identity theft protection services you would like to offer from our portfolio, then we'll help integrate them seamlessly by using your company's colours, fonts, logos, and more.



## Feature Customisation

We'll propose a small set of customer facing features first, to quickly achieve your objectives. We believe it's important to understand your goals, so we can help you accomplish them.

We offer multiple features to choose from as part of our comprehensive suite of identity features:

- Dark Web Monitoring<sup>§</sup>
- Social Media Monitoring<sup>1</sup>
- Financial Monitoring
- Identity Restoration Support
- Identity Theft Insurance<sup>2</sup>



## Acceleration for your business

- ✓ **Offload to Norton**  
We'll be your identity theft protection experts so you can focus on what you do best to win at both.
- ✓ **Ease of use**  
Integrate once with the #1 most recognised brand in identity theft protection\* without the need to use multiple providers for different features.
- ✓ **Stays up-to-date**  
We are always evolving our protection and support so you don't have to worry about an ever-changing identity theft landscape.

- ✓ **NPS and Retention**  
Customised feature sets are tested to drive positive NPS and high retention for your business.
- ✓ **Keep customers on your platform**  
Customers never have to leave your application to see their identity features

# Norton identity theft protection features

## Scan & Alert

### **Dark Web Monitoring<sup>s</sup>**

The dark web is a place where personal information can be bought and sold. Dark Web Monitoring<sup>s</sup> shines a light on the dark web, with notifications to let you know if information that may belong to you is found. If provided, we can monitor for your driver's licence, address, email addresses, phone numbers, insurance numbers, and credit card and bank account numbers.

### **Social Media Monitoring<sup>1</sup>**

Social media lets us connect with the world but may come with risk. Someone could take over your account, or send you links or scams that lead to risky sites. Social Media Monitoring helps you keep your social media accounts safer. We monitor your accounts on popular social media sites and notify you of suspicious activity. If we think your account may be compromised, we'll let you know, and we'll notify you of risky links.

### **Financial Monitoring**

Provides a consolidated view of all your bank accounts, credit cards, loans, investment, superannuation, subscriptions and transactions. Receive alerts for changes to recurring bills and charges as well as to any suspicious transactions.

## Restore

### **Identity Restoration Support**

Having your identity stolen is scary, and you may not know who stole it, where to begin to resolve it. With Restoration Support you have an advocate on your side. If your identity is compromised, an Identity Restoration Specialist is assigned to your case to guide you through the restoration process from start to finish.

## Insure

### **Identity Theft Insurance<sup>2</sup>**

Cybercriminals are constantly developing new tactics to steal your personal and financial information. Should you become a victim of an identity theft incident, Identity Theft Insurance is here to help with covered related expenses.

This includes cover for Legal Expense Reimbursement for up to A\$25K, plus an additional A\$25K for Obligation to Pay related to credit and loan accounts opened in your name without your authorisation.

It even includes up to A\$3K for Lost Income Reimbursement associated with correcting financial records related to the identity theft. Plus, an additional amount up to A\$5K is available for Miscellaneous Expense Reimbursement associated with the incident. The individual cover limits add up to a combined reimbursement cover of up to A\$58K.

Your customers are your most valuable assets; protecting them is our priority. Stay one step ahead of cybercriminals and the competition by offering solutions to help protect their identity, security, and privacy.

Norton, trusted by millions, is a leader in identity theft protection. Our high brand awareness, combined with award-winning products and services, perfectly positions us to help you develop a new innovative portfolio.

## Innovation

Combining your expertise in financial services and our knowledge of identity protection, we can build a portfolio of solutions that will help protect your customers' digital lives.



### #1 most trusted identity theft protection brand\*

Norton is a leader in consumer Cyber Safety. We can help safeguard your customers against identity theft, online threats and scams, and financial loss.



### Customisable solutions

Co-brand our app with your brand's look and feel, or embed our solutions into your own user experience, deployed via SDKs and APIs.



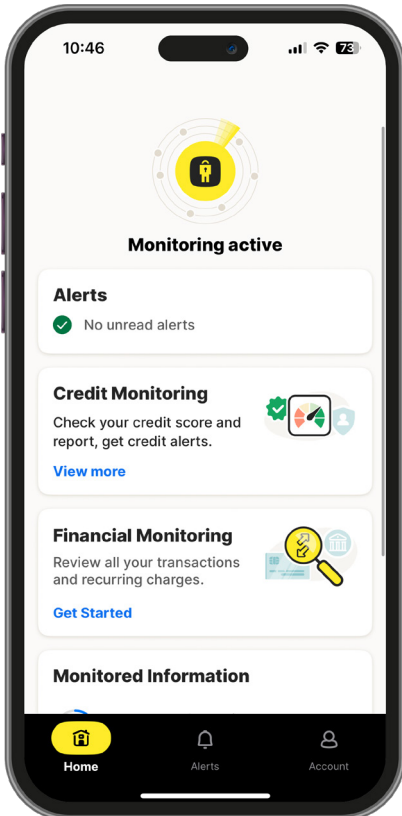
### Award-winning portfolio

Our acclaimed products and services help you diversify and expand your product offerings, and build stronger connections with your customers.



### Value-added solutions

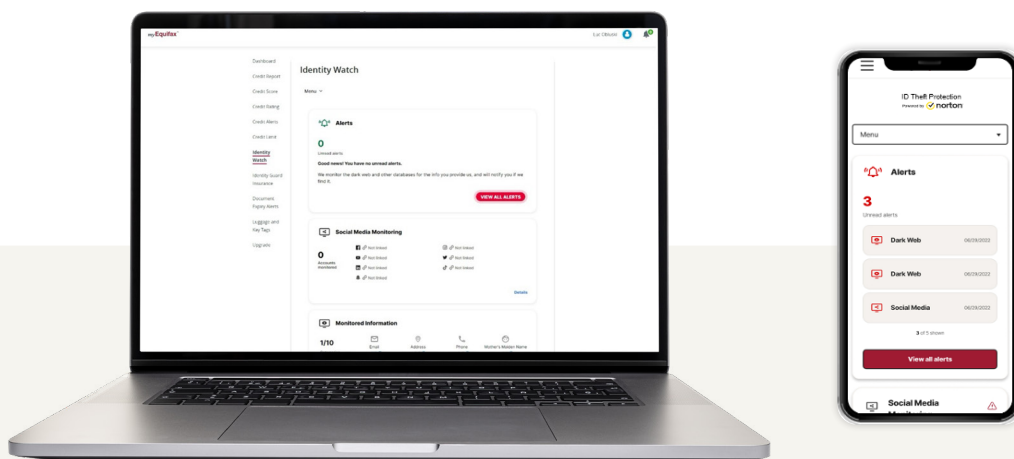
Our practical Cyber Safety tools are easy to deploy and simple to deliver to your customers as a value-added service.



### User-friendly apps and services with quick, accessible assistance

Identity theft protection should be as intuitive and easy to use as other digital applications. Norton Identity apps, sites, and services have been designed with users in mind.

**Norton has a proprietary Alert Platform, which monitors hundreds of millions of data points a second.**



## 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

Learn more: <https://www.equifax.com.au/knowledge-hub/news-and-media/equifax-and-norton-partner-help-keep-australians-identities-and-credit-information>



Scan the QR code to learn more or email:  
[APACpartnerships@gendigital.com](mailto:APACpartnerships@gendigital.com)



**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.

\* Gen™ Brand Tracker, September 2024

§ 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](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.

2 Terms, conditions, exclusions and limitations apply. See the Identity Theft Insurance Australia Policy Information Booklet found on <https://www.nortonlifelock.com/au/en/legal/> for details. Coverage provided by AIG Australia Limited AFSL 381686 (AIG). NortonLifeLock Australia Pty Ltd (Norton) act as a group purchasing body in acquiring and arranging the insurance coverage under a group policy issued by AIG to Norton. **Norton does not hold an Australian financial services licence. Please obtain your own financial product advice about our services and consider the policy information booklet to determine if the coverage is right for you.**

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