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LifeLock Benefit Solutions

Norton Executive Benefit Program

Taking cybersecurity to the executive level

The Executive Threat Landscape

Executives face a unique set of cyber risks, and the value of their information continues to grow as the digital landscape evolves. C-suite executives and other high-profile individuals have access to business-critical information and can act as conduits for confidential data, making them prime targets for cybercriminals looking to profit from insider knowledge.

Due to increasingly sophisticated phishing emails and malware attacks, cybercriminals are leveraging compromised account credentials to access personal computers and company data — such as employee databases, email servers, and tax documents.

Cyberthreats present real challenges to executives and the organizations they represent

A cybersecurity strategy that keeps pace with evolving cyberthreats is critical for businesses and executives looking to stay ahead of a breach or cyberattack. Businesses that adopt Cyber Safety practices can help save time and money and may see strong returns in employee recruitment and retention.

Nearly 90% of companies
reported a dramatic increase in physical threat activity since 2021[1]

56% of insider threat incidents
were caused by employee negligence[2]

The average cost of a data breach is
$4.35 million[3]

$2.4 billion
is the amount that business email compromised attacks cost U.S. businesses[4]

Cyberattacks can expose executives and high-profile individuals, as well as their families, to risks that extend far beyond company networks

Top-level executives leave a digital footprint that is larger than most, making them more vulnerable to cyberthreats. Providing these executives and their families with an additional layer of security helps give them the protection and peace of mind they need to focus on their jobs, not cyber risks that could then lead to more severe outcomes.

Nearly 25% of CEOs and/or family members have received physical threats in 2021[1]

Senior-level employees are targeted by phishers **50x more** than an average employee[5]

39% of employees access corporate systems on personal devices[6]

Case Study: Cybercriminals are thinking outside of the box and targeting the C-suite

Spear phishing is a focused e-mail attack that uses information about a person or business to convince them to open an attachment or click on a link. When successful, these attacks often result in the loss of sensitive data.

In February 2015, one of the largest American health insurance providers announced that it had been the target of a sophisticated spear phishing attack that compromised administrative login information and allowed unauthorized entry into company records containing personally identifiable information belonging to members and employees.

This cyber attack resulted in one of the largest data breaches in history.

Cybercriminals successfully targeted high-profile individuals to gain access to the names, health identification numbers, dates of birth, and Social Security numbers of about 80 million people, costing Anthem a record $115 million in settlements.[7]

[1]Ontic Center for Protective Intelligence, 2022 State of Protective Intelligence Report.
[2]2022 Ponemon Cost of Insider Threats Global Report.
[3]IBM, Cost of a Data Breach Report 2022.
[4]Federal Bureau of Investigation, Internet Crime Report 2021.
[5]SecurityAdvisor Top Riskiest Behaviors and Employees in a Hybrid Workplace, 2021.
[6]Trend Micro, Head in the Clouds Report 2021.
[7]https://www.nytimes.com/2015/02/05/business/hackers-breached-data-of-millions-insurer-says.html

Holistic protection for executives and their families — from a brand they know and trust

The Norton Executive Benefit Program helps offer key cybersecurity solutions for the C-suite and their families. The program's Cyber Safety benefits include:

LifeLock

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.

Norton

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.**

Norton

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 easily opt-out**

ExecutivePrivacy

Our comprehensive, concierege-level ExecutivePrivacy service by ReputationDefender® provides a fully personalized experience to help protect high-profile individuals and businesses. A dedicated privacy expert will continuously monitor accounts for new privacy vulnerabilities, conduct regular privacy audits, and provide white-glove support as needed.

These privacy services also include:

- **Comprehensive scanning and data removal** of 100+ people search sites and other common data sources. We then use API and manual processes to get the information removed. This human operative removal feature helps further strengthen your online privacy.
- **Ongoing privacy audits and oversight** in which we continue to scan the dark web and people-search sites, submit removal requests, audit social media profiles, monitor other publish sites and provide recommendations.
- **Monthly reporting** that covers the status of each protected individual with recommendations.

†We do not monitor all transactions at all businesses.
**These features are not enabled upon enrollment. Member must take action to activate this protection.

Our personalized concierge includes:

- **Dedicated Support** through a toll-free number for your concierge service
- **1:1 Onboarding** with a dedicated privacy expert
- **Guided Account Setup** with a specialized, US-based agent at Norton LifeLock
- **On-Demand Access** to help fix tech issues

Norton™ Ultimate Help Desk

24/7 on-demand access to the ultimate IT department

- **Computer Tune-Up, OS Upgrades** to help keep computers running like new and be more secure
- **Network & Mobile** set up home network and mobile devices
- **Software Support** troubleshoots common software issues
- **Virus Removal** helps keep your computers virus-free
- **Diagnostics and Resolution** we'll help identify and recommend solutions for complex tech issues
- **Back Up Setup** we'll help initiate a backup on select cloud storage providers or local drives*

The Power Behind the Norton Executive Benefit Program

Our Norton Executive Benefit Program is powered by our industry-defining products to help stay responsive to the ever-changing threats that high-profile individuals face. As the most recognized Cyber Safety brand globally, Norton[1] is trusted by millions and has four decades of consumer cybersecurity experience. LifeLock is the #1 most recognized brand in identity theft protection.[2] ReputationDefender is a pioneer in online reputation management.

Norton, LifeLock and ReputationDefender are part of our parent company Gen™ (formerly NortonLifeLock) which debuted in 2022 with a family of trusted consumer brands. Our mission remains the same: to create technology solutions for people to take full advantage of the digital world, safely, privately, and confidently — so together, we can build a better tomorrow.

Helping executives — and the people they care about — stay Cyber Safe.

Please contact us today to get a quote and schedule a meeting to learn more about the Norton Executive Benefit Program.

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[1]Global data based on an online survey of 11,379 adults in 14 countries among 24 brands conducted by Savanta: MSI on behalf of NortonLifeLock, October 2021.
[2]Based on an annual online consumer survey (n=1205) conducted for LifeLock (or NortonLifeLock) by MSI International, October 2021.

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