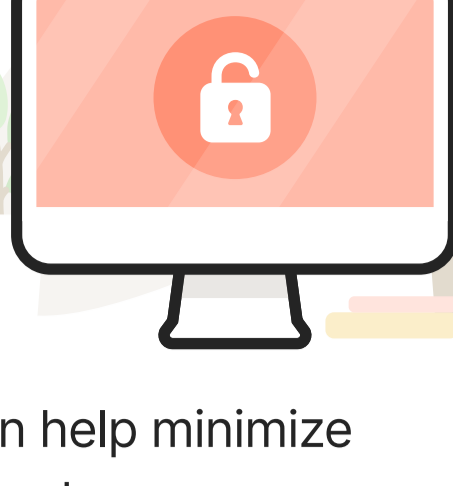
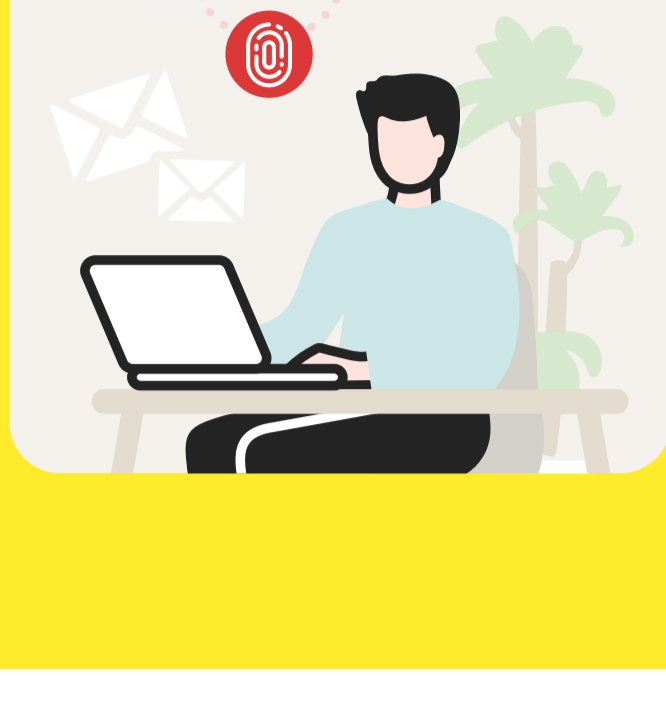


# A powerful breach response by a leader in Cyber Safety.



A quick, effective breach response can help minimize the fallout of a data breach on your clients.

## Cyberattacks can be costly and detrimental to an organization's reputation.



**\$6.9 Billion**

the amount cybercriminals stole in 2021 through phishing scams, ransomware, and other cyberthreats<sup>1</sup>.

**\$9.44 Million**

the average total cost of a data breach in the US in 2022, the highest in the world<sup>2</sup>.

**59%**

of consumers are likely to avoid companies that have had a cyberattack in the last year<sup>3</sup>.

## Effective breach response: delivered.

We've created a roadmap to help you understand what a breach response should look like.

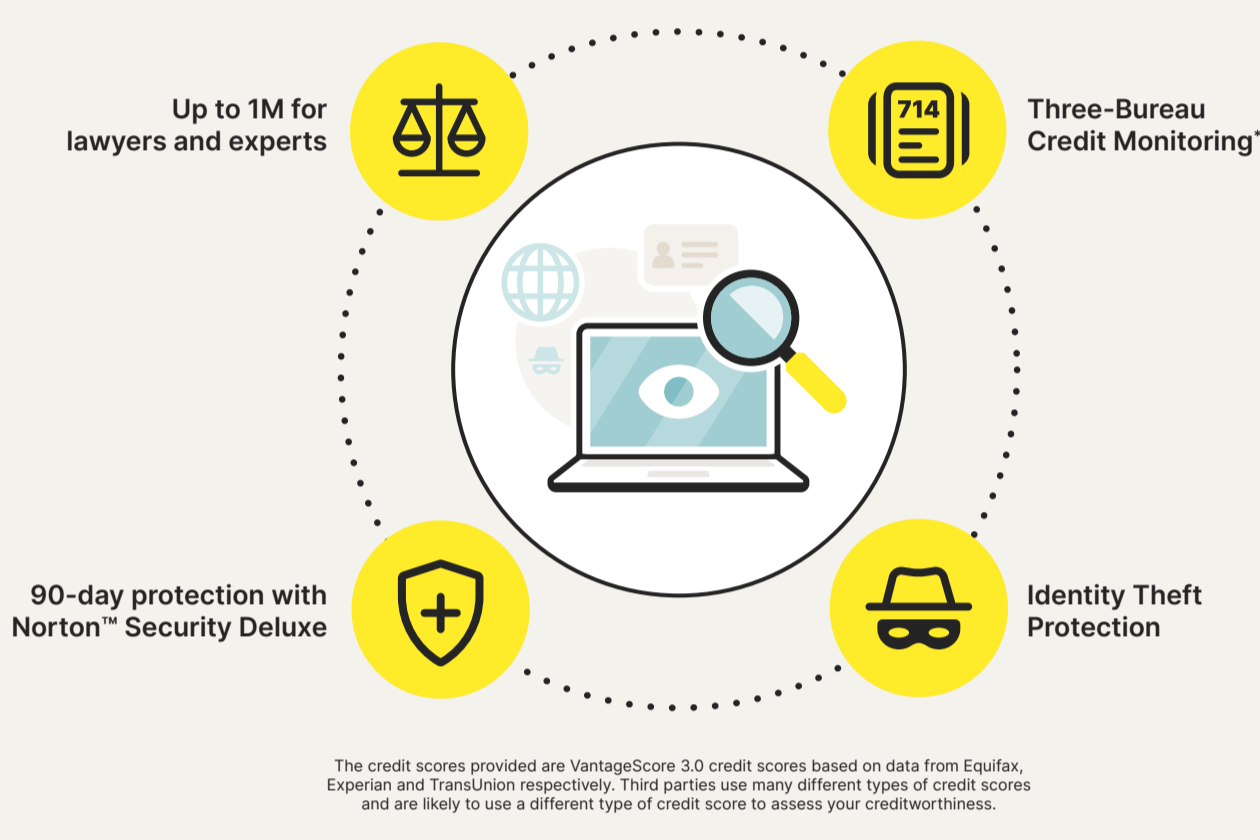
### Data Breach Notification and Reporting

Within 72 hours of the breach, we help notify those affected through mailhouse support and breach notification management.



### LifeLock Defender

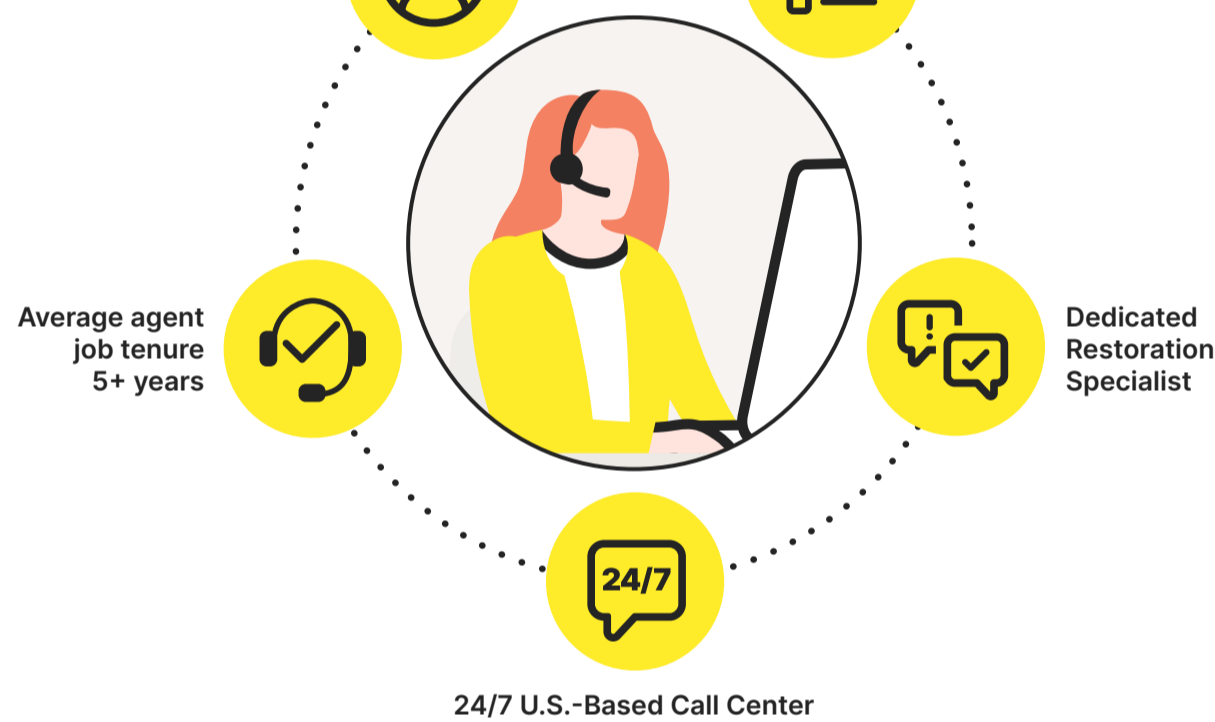
Provide peace of mind to those affected by offering identity theft protection plans created specifically for Breach Response



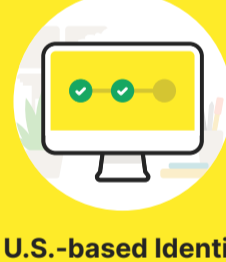
The credit scores provided are VantageScore 3.0 credit scores based on data from Equifax, Experian and TransUnion respectively. Third parties use many different types of credit scores and are likely to use a different type of credit score to assess your creditworthiness.

### White-glove Restoration and Member Support

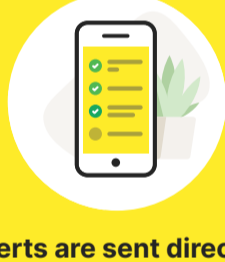
A dedicated Identity Restoration Specialist will walk members through the recovery process and help resolve issues that have occurred as a result of identity fraud.



## Support that goes above and beyond.



**U.S.-based Specialists** with a commitment to recovery, from beginning to end.

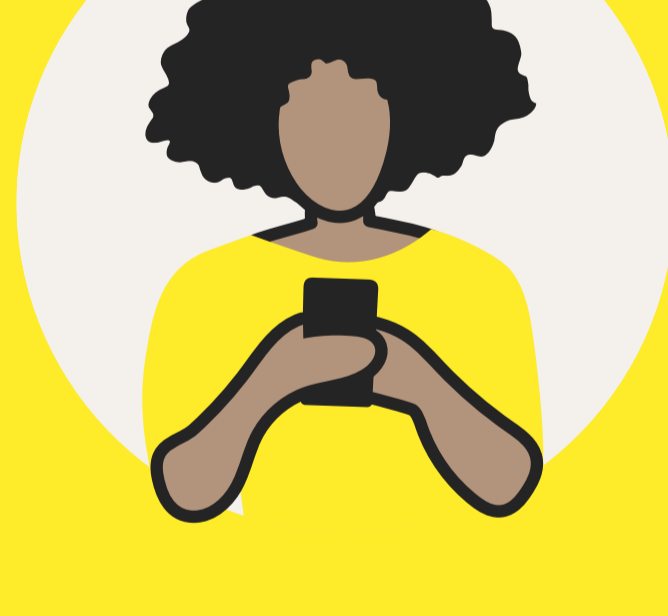


**Alerts are sent directly to a mobile device via push notification for immediate action.** If the member responds that the activity is suspicious, an Identity Protection Agent will help.



**LifeLock is the #1 most recognized brand in Identity Theft Protection<sup>4</sup> and trusted by millions of customers.**

## Norton technology blocks millions of cyberthreats every day.



**1.1 billion**

total threats blocked<sup>5</sup>

**11+ million**

threats block on average every day<sup>6</sup>

**16 million**

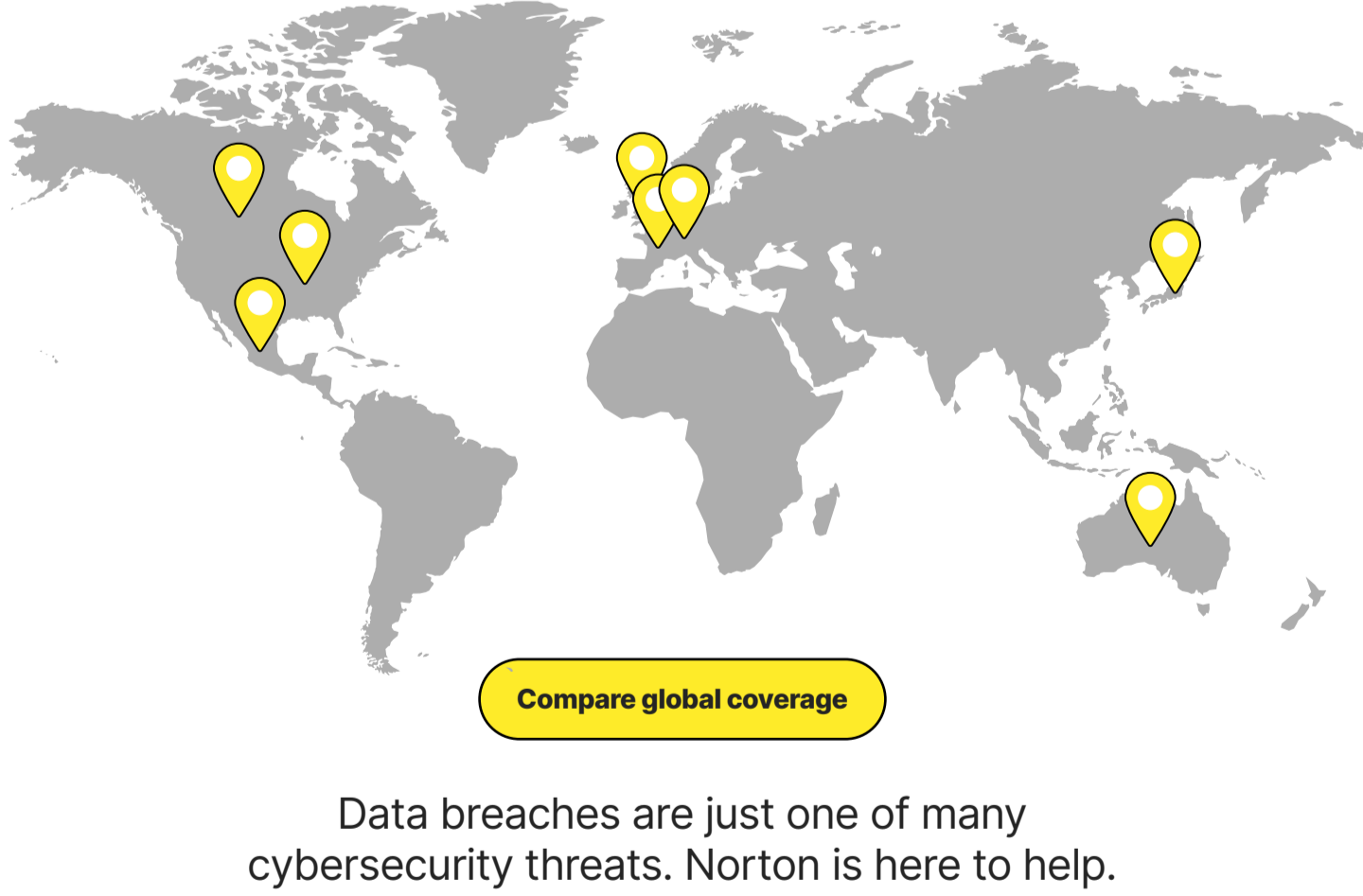
phishing attempts blocked<sup>7</sup>

**186 million**

file-based malware blocked

## Scalable solutions that evolve with you.

Powered by a suite of products and international coverage, Norton is the most globally-recognized Cyber Safety brand.<sup>7</sup>



**Compare global coverage**

Data breaches are just one of many cybersecurity threats. Norton is here to help.

We provide support every step of the way to help you manage data breaches and emerge better prepared on the other side.

## Partner with one of the most trusted brands in Cyber Safety.

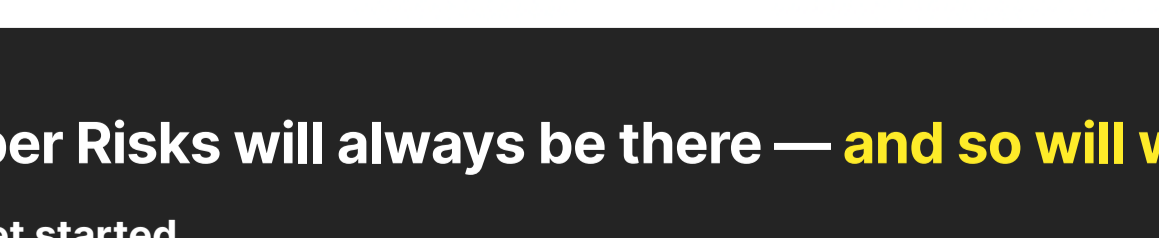
As a leader in consumer cybersecurity, we provide all-in-one protection for today's evolving digital universe.

**~80**  
Million Users

**#1 Top of Mind**  
Cyber Safety Brand Globally<sup>7</sup>

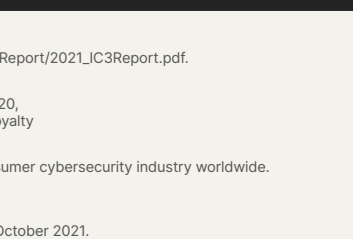
**9+ Million**  
Cyberthreats Blocked on Average Every Day

**4 Decades**  
of Consumer Cybersecurity Experience



## Cyber Risks will always be there — and so will we.

To get started,  
Call: 844-698-8647  
Email: [breachresponse@nortonlifelock.com](mailto:breachresponse@nortonlifelock.com)  
Visit: [Lifelock.com/breach](https://lifelock.com/breach)



<sup>1</sup> 2021 Internet Crime Report. "Internet Crime Complaint Center (IC3), Federal Bureau of Investigation, 2021, [https://www.ic3.gov/Media/PDF/AnnualReport/2021\\_IC3Report.pdf](https://www.ic3.gov/Media/PDF/AnnualReport/2021_IC3Report.pdf).  
<sup>2</sup> IBM Security. "Cost of a Data Breach Report 2022." IBM, IBM Corporation, July 2022, <https://www.ibm.com/downloads/cas/3R8N1D2J>.  
<sup>3</sup> Arcserve Research. "Uncovering Links between Ransomware, Consumer Purchasing Behavior and Brand Loyalty." Arcserve, Arcserve, LLC, 30 Apr. 2020, <https://www.arcserve.com/press-releases/arcserve-research-uncovering-links-between-ransomware-consumer-purchasing-behavior-and-brand-loyalty>.  
<sup>4</sup> Based on an annual online consumer survey (n=1205) conducted for LifeLock (or NortonLifeLock) by MSI International, October 2021.  
<sup>5</sup> All numbers here are reported from Oct. 1-Dec. 31, 2021. Norton Labs research on Cyber Safety influences future technology and impacts the consumer cybersecurity industry worldwide. Norton Labs is part of NortonLifeLock Inc.  
<sup>6</sup> Based on the last 100 days.  
<sup>7</sup> 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.  
No one can prevent all identity theft or cybercrime.  
We do not monitor all transactions at all businesses.  
<sup>\*\*\*</sup> Reimbursement and Expense Compensation, each with limits of up to \$25,000 for LifeLock Defender, LifeLock Defender Choice, and LifeLock Defender Preferred. And coverage for lawyers and experts, up to \$1 million, 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: [lifelock.com/legal](https://lifelock.com/legal).  
If your plan includes credit reports, scores, and/or credit monitoring features ("Credit Features"), two requirements must be met to receive said features: (i) your identity must be successfully verified with Equifax; and (ii) Equifax must be able to locate your credit file and it must contain sufficient credit history information. IF EITHER OF THE FOREGOING REQUIREMENTS ARE NOT MET YOU WILL NOT RECEIVE CREDIT FEATURES FROM ANY BUREAU. If your plan also includes Credit Features from Experian and/or TransUnion, the above verification process must also be successfully completed with Experian and/or TransUnion, as applicable. If verification is successfully completed with Equifax, but not with Experian and/or TransUnion, as applicable, you will not receive Credit Features from such bureau(s) until the verification process is successfully completed and until then you will only receive Credit Features from Equifax. Any credit monitoring from Experian and TransUnion will take several days to begin after your successful plan enrollment.