



# Partner with a Global Leader in Breach Response

[LifeLock.com/breach](https://LifeLock.com/breach)

## Data Breach Notification Services

Gen (NASDAQ: GEN) has one of the largest consumer cyber safety platforms in the world with an expanded base of 500 million users in 150 countries, due to a family of brands that include Norton, the #1 top-of-mind Breach Response brand globally, and LifeLock, the #1 most recognized brand in identity theft protection.<sup>1</sup>

Our products and family of consumer brands (Norton, Avast, LifeLock, Avira, AVG, Reputation Defender, and CCleaner) provide all-in-one protection against existing and emerging threats. They help prevent, detect, and restore potential damages caused by many cyber criminals.

Our portfolio provides protection across three cyber safety categories, including security, identity protection, and online privacy. An advanced technology foundation combines software and service capabilities into a single, easy-to-use integrated platform.

The Breach Response team has more than 30 years of experience and manages over 1,800 data breach events per year.

## Assisting Insurance Carriers and Law Firms

Our leadership in consumer cyber security extends to the needs of the business sector, which is the focus of LifeLock Breach Response. An advanced infrastructure is in place to support corporate and legal needs for data breach notification, U.S. based call centers, and identity theft protection. The company's role at the forefront of consumer cybersecurity protection provides insurers and law firms with a powerful solution for breach response.

Existing relationships are in place with major industry sectors. This network of connections enables us to respond rapidly while benefitting from recognition and assistance among other industry participants.

We have had a long history of innovation and investment in research and development to drive long-term success. Gen Labs, a global team of experts, leads the company's future technology and guides the consumer cybersecurity industry. As cyber threats evolve, the cyber team is focused on delivering a portfolio that protects each element of a customer's digital life.

## LifeLock Breach Response



**ID Theft Protection**



**Device Protection**



**Call Center Services**



**ID Theft Protection**



**Alert Trends & Utilization Reports**

No one can prevent all cybercrime or identity theft.

<sup>1</sup> Based on an annual online consumer survey (n=1205) conducted for LifeLock (or NortonLifeLock) by MSI International, October 2021.

# Cybersecurity Service Areas

## Solutions for Breach Response

We provide a comprehensive breach response product combined with notification services that enable cybersecurity insurance carriers, insureds, and law firms to move forward in compliance with regulatory requirements.

## Data Breach Notifications and Reporting

**Norton acts quickly to notify affected individuals within 72 hours<sup>1</sup> by using a technologically advanced platform in the cybersecurity industry.**

**Sophisticated direct mail facilities** provide USPS address verification services to confirm the current address(es) of the affected data breach population prior to mailing. All notifications ship as directed from centralized mailhouses that sort large mailing volumes for increased deliverability and cost efficiency. Advanced reporting provides a digital means for managing returned mail.

**Turnkey and customizable websites** are available as an additional notification channel for the affected data breach population.

Breach communications, timely updates, and highly detailed performance monitoring are all managed by the data breach responders. Alert trends and history reports detail the types of alerts received by the breached population.

## Call Center Services

Over 2000 U.S.-based Member Service & Support call center agents are available 24/7. The team includes 60 U.S.-based Identity Restoration Specialists dedicated to resolving consumer data security cases when identify theft occurs.

When financial or utility accounts are at risk, Member Service agents provide instructions on how to freeze credit, bank, and utility files with each agency.

## Identity Theft Protection

We partner with insurers, law firms, and others to offer LifeLock services to insureds, customers, and employees. LifeLock Identity theft protection products were created with innovative monitoring technology and alert tools to help safeguard the credit, finances, and personal data of our members.

Proprietary technology monitors for fraud in the use of Social Security Numbers, names, addresses, and date of birth in applications for credit and services as well as activities related to crimes, housing, investments, retirement funds, healthcare benefits, changes to utilities bills, and more.

When a potential data threat is detected, a patented alert system triggers a message that is sent by text, phone, email, or mobile app. Multiple levels of identity theft services are available. All include access to a dedicated, U.S.-based Identity Restoration Specialist to personally manage a case.

## Device Protection

Numerous service options are available to protect personal devices as well as private and financial information when a user is accessing the internet, gaming, or content streaming. The Member is defended against viruses, spyware, malware, ransomware, phishing, trojan horses, and other online threats while ensuring emails and links come from trusted sources.

These offerings monitor and block unauthorized traffic from the internet to smartphones, PCs, Macs, tablets, and other devices to help protect private and sensitive information when customers are online.

For mobile devices, Norton 360 for Mobile alerts Members of risky apps, safeguards against fraudulent and malicious websites, identifies Wi-Fi networks that are under attack, enables stolen device recovery, and blocks unwanted spam and potential fraud calls.

<sup>1</sup> After receipt of final deliverables such as Breach Notification Letter content and FAQs for Call Center.

# Restoration

We have a well-defined process to assist corporations, consumers, insurers, and law firms respond to a cyber event. Identity Restoration Specialists work directly with customers when needed to help restore their identities.

## Steps may vary per restoration case:

### 1. File a Request for a 1-Year or 7-Year Fraud Alert

A fraud alert can be placed on a credit file when a Member believes their information has been exposed.

### 2. Spyware and Virus Removal

Our Restoration Specialist connects Members to the Spyware and Virus Removal team for a scan of their devices to help detect malware or spyware on the Member's device that may have contributed to the identity theft.

### 3. Member Signs Limited Power of Attorney

The LPOA is the Member's authorization for the Restoration Specialist to speak on their behalf – this is what allows a Restoration Specialist to work a case. This one of the documents in our Claims Kit, which is a packet we send to a Member whenever they request Restoration assistance for an eligible Stolen Identity Event.

### 4. Order Credit Reports

We order our Member's credit reports at the beginning of a Restoration case for their review to determine if there are other identity theft events that may currently require attention. We also handle disputing incorrect information on the Member's reports with the bureaus on their behalf, such as the fraudulent account, incorrect balances due to existing account compromises, fraudulent inquiries that may be hurting their credit score, and incorrect personal information such as names and addresses.

### 5. Collect Documentation

In addition to the Limited Power of Attorney, we collect other documentation in our claims kit. We request the following: Limited Power of Attorney (to be provided with our claims kit), FTC Victim's Complaint & Affidavit (to be provided with our claims kit), Police Report (if filed), Proof of address (at the time the identity theft occurred), Copy of government-issued ID (Driver's License, etc.), Proof of SSN (copy of Social Security card, W-2, old-style Medicare card, etc.), Copy of completed and signed Acknowledgment of Claim Form (to be provided with our claims kit), Supporting Documentation (other documents or correspondence related to the identity theft).

### 6. Claim Is Filed

Our Members are provided with a claim form to access restoration benefits when they report an eligible Stolen Identity Event. A Third-Party Administrator opens a claim, which remains open until the Restoration case is closed.

### 7. Retain Lawyers and Experts, if needed

When other options for disputing a fraud have been exhausted, we may retain the necessary third parties on behalf of our Members. This white-glove concierge service sets Norton apart from our competitors; our Members can rely on Norton to drive a restoration case from intake to resolution.

### 8. Provide Case Status Updates to Member

At least every 30 days, our Restoration Specialist provides the Member an update on the status of their case. If requested by the Member, more frequent updates can be provided.

### 9. Ensure Resolution of Claim with Merchants

Our Restoration Specialists work directly with the merchants involved by using the LPOA. They advocate on the Member's behalf and work to ensure the merchant has everything they need to investigate the fraud claim.

### 10. Document Incident and Resolution in Case of Future Events

Our agents will document all incidents and resolutions for the Member.

### 11. Verify Closure and Educate on Protection

Our agents follow up on cases until confirmation from the merchant that the fraud claim has been resolved in the Member's favor. We request written confirmation or a release letter to be sent to the Member.

### 12. Order a New Set of Credit Reports 90 Days After Closure and Follow Up with Member to Confirm Resolution of Incident

We remind our Members to stay vigilant and review them to make sure no fraudulent activity or other information is still showing on the report.



# LifeLock Identity Alert System<sup>1</sup>

Patented analytics, proven expertise, and in-depth insight into consumer behavior help to protect Members' identities. The company's industry-leading abilities set it apart from those who only provide credit monitoring:

- Partnering with businesses to help stop fraud attempts.
- Conducting in-depth, data-based reviews of new applications.
- Sending new account opening alerts to Members.

The LifeLock Primary Identity Alert System sends an alert if a Member's personal information is detected within the network, including potentially unauthorized use of personally identifiable information in applications for credit or services.

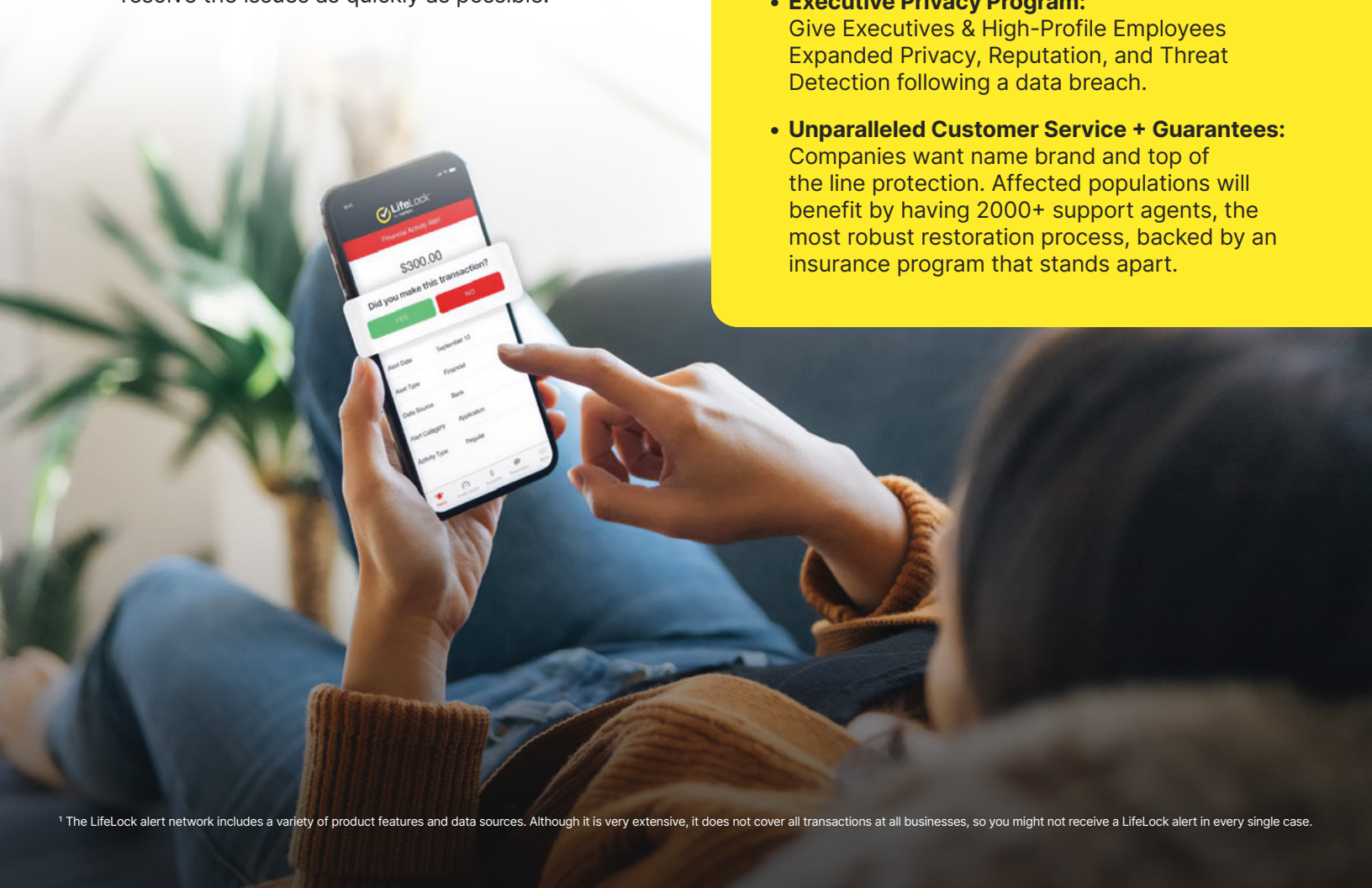
If a Member becomes a victim of identity theft, the U.S.-based Identity Restoration Team will work to resolve the issues as quickly as possible.

# Online Privacy

As people exchange more sensitive information through digital channels, such as personal healthcare information to enable telehealth or financial information for personal accounting, having a virtual private network (VPN) has become even more crucial. Norton Secure VPN enhances security and online privacy by providing an encrypted data tunnel. This allows customers to securely transmit and access private information—such as passwords, bank details and credit card numbers—when using public Wi-Fi on PCs, Macs and mobile iOS and Android devices.

Related online privacy services include Privacy Monitor Assistant, AntiTrack to protect browser usage data, and Online Reputation Management.

- **International Breach Solutions:**  
Offer companies expanded protection for customers and employees across the globe.
- **Executive Privacy Program:**  
Give Executives & High-Profile Employees Expanded Privacy, Reputation, and Threat Detection following a data breach.
- **Unparalleled Customer Service + Guarantees:**  
Companies want name brand and top of the line protection. Affected populations will benefit by having 2000+ support agents, the most robust restoration process, backed by an insurance program that stands apart.



<sup>1</sup> The LifeLock alert network includes a variety of product features and data sources. Although it is very extensive, it does not cover all transactions at all businesses, so you might not receive a LifeLock alert in every single case.

# LifeLock Breach Response Business Development Team



**Casey Cullinan**

President, LifeLock Breach Response

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Casey (Cullinan) Schepers is the leader of the LifeLock Breach Response division at Gen, which is focused on delivering breach response solutions, executive privacy and reputation services to companies, attorney networks, and carriers. Casey has nearly 14 years of experience leading the growth of the identity protection category and oversees the sales, partnership, partner success & service, marketing, product design, enrollment, and financial operations for the Executive Program, Breach Response, and Employee Benefit Solutions divisions.



**Cord Rotondo**

SVP Sales, LifeLock Breach Response

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As Senior Vice President of Sales, Cord Rotondo is a dynamic and strategic collaborator, engaging with cyber insurers, data breach law firms, technology platforms, and enterprise-level employers to deliver innovative breach response solutions in the realm of cyber safety and digital wellness. With extensive experience as a P&C broker, Cord brings invaluable insights into the complexities of educating companies about the ever-evolving cybercrime landscape. His expertise spans the profound implications of cyber threats on personal identity, privacy, devices, and the overall well-being of families.



**Jacob Leidall**

Sales Director, LifeLock Breach Response

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Jacob helps businesses of all sizes and sectors through breach response planning and delivery, including notification, call center, and identity theft protection services. He has more than 14 years of experience combining operational management and business development expertise to maintain cost control levels while providing exceptional service in competitive business markets. He holds a B.A. in Business, Management, Marketing, and Related Support Services from Concordia University-Portland (2003).



**Justin Norby**

Sales Director, LifeLock Breach Response

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As the Sales Director for the LifeLock Breach Response team, Justin brings a wealth of experience and a unique perspective to the role. With nearly four years in the Property & Casualty insurance industry, Justin has excelled as both a broker and a cyber insurance underwriter, honing skills that blend deep industry knowledge with a strategic approach to sales. Known for exceptional leadership and communication abilities, he excels in crafting innovative solutions and guiding teams through complex challenges. Justin's creative thinking and dedication to client success makes him a valuable asset in navigating the evolving landscape of breach response and cybersecurity.

# Business Operations at LifeLock

## Diversity, Equity, & Inclusion (DE&I)

A Human Capital Management mission within Gen is to increase the firm's global representation of underrepresented groups at all levels (diversity), where everyone has an opportunity for development and advancement (equity), and is able to bring their whole selves to work and feel valued every day (inclusion).

This mission is built upon four foundational pillars:

- Measurement and accountability
- Fostering an inclusive environment
- Diversifying the workforce
- Employee development and retention

The company is also focused on bringing more women and under-represented groups into cybersecurity and tech. This is done by investing in nonprofit organizations, such as a three-year commitment to the Reboot Representation tech coalition, which is focused on doubling the number of Black, Latina, and Native American women graduating with computing degrees by 2025.

## Code of Conduct & Code of Ethics

A Code of Conduct and Financial Code of Ethics applies to Gen Board Members, officers, and employees. Details are posted on the Corporate Governance section of the firm's Investor Relations website located at:

<https://investor.gendigital.com/overview/default.aspx>

## Information Security & Risk Oversight

A comprehensive technology and cybersecurity program is in place, including security monitoring for internal and external threats to ensure the confidentiality and integrity of information assets. The Board of Directors recently established a Technology and Cybersecurity Committee with direct oversight of the company's: (1) technology strategy, initiatives, and investments; and (2) key cybersecurity information technology risks against both internal and external threats. Insurance is in place to protect against the potential losses arising from a cybersecurity incident.

## Environmental, Social, & Governance (ESG)

Gen's commitment to ESG is a critical anchor of the company's mission and operating philosophy. Setting strategic, achievable, and business-aligned ESG objectives help to guide the firm's work and improves corporate performance.

The company's ESG focus is on the unique positive social and environmental impacts that our business model can have on the world. In this regard, a new environmental strategy addressing climate and energy, sustainable products, the corporate supply chain, as well as engagement with employees and nonprofit partners was recently launched.



## Contact us today.

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