

# WHY NORTON SECURITY PROTECTION IS WORTH IT

## Six Ways Freeware Can Cost You Big

Whether you're an on-the-go young professional, a parent of young kids, or a retiree enjoying your golden years, it's probably fair to say that you're using technology and the Internet to do more and more every day.

### Doing More Digitally—From More Devices and Places

From music and games to e-books, videos, and TV, you're using the Internet for more and more digital entertainment. You also shop, chat, manage your money, schedule appointments, share photos, and much more—online. Almost **every aspect of modern life is now digital** and available 24/7.

You're also using **more devices to connect, in more places**. Checking email on your **smartphone** at a coffeehouse, for example. Ordering a gift on your **tablet** while lying on your couch. Uploading photos to Facebook on your **laptop** while commuting on the train. Many of your devices are on different software platforms and run different operating systems.

### Greater Online Access

Open access to the digital universe brings wonderful benefits, opportunities, and efficiencies to your life. It also means **you have more private, personal, vital information stored online** and on your devices than ever before.

### Protecting Yourself and Your Family

So how can you **ensure all of your personal information and devices are fully protected** (especially devices used by young children who can unwittingly divulge private information)? When it comes to digital security, you've got **two basic choices**: solutions that are free and solutions you pay for.

### Free Is Tempting, But It Can Cost You

Everyone loves a free lunch, right? But when it comes to protecting your **private** information, **personal** communications, **confidential** transactions, **irreplaceable** family photos and videos—do you really want to trust a free solution? Or do you want to trust the best protection available<sup>1</sup> from one of the industry leaders, Norton Security?

### Six points to consider:

- 1 FREEWARE OFFERS ONLY LIMITED PROTECTION.**  
Freeware typically offers only minimal protection and basic functionality. It's **like locking your front door but leaving your windows wide open**. You're not completely protected. Anyone who has been a victim of identity theft can attest to the short- and long-term havoc a single security breach can wreak on you and your family's life.
- 2 STANDALONE ANTIVIRUS—BY ITSELF—IS NOT ENOUGH.**  
Traditional antivirus protection is vital **but has grown less effective over the years against the many variants and increasing sophistication of malware**<sup>2</sup>. To fully guard against ID theft, financial scams, phishing, malware, and other online hazards, **you need multiple layers of protection, starting—but not ending—with antivirus**. And that's what Norton Security provides: complete protection to keep all your data and devices safe.

Attempting to achieve the same **depth and breadth of security coverage** using freeware would require a handful of solutions that would need to be installed on each and every device. Multiple conflicting solutions could slow down your devices and leave you with gaps in your defense.

### 3 FREeware PROMISES NOTHING, AND OFFERS NO SUPPORT.

One of the most important things to ask yourself when considering a security solution is **who are you going to turn to when you have a question or problem?** And what will you do if your free solution fails to protect you? With freeware, be prepared to fend for yourself, and spend a lot of time doing so. Freeware comes with no guarantees and little, if any, support. Choose Norton, and **we're by your side 24/7**. In fact, Norton Security comes with an exclusive 100%-virus-free-or-your-money-back guarantee<sup>3</sup>.

### 4 FREeware CAN CONTAIN HIDDEN "EXTRAS" YOU DON'T WANT.

Freeware sometimes contains "extras" that seek to learn more about your computing habits or gain access to more of your files. That's precisely what you're trying to avoid in the first place, right? It can also **contain advertising** for the company's paid products that you have no choice but to view.

### 5 EVERY DEVICE YOU USE NEEDS PROTECTION, EVEN MOBILES.

It isn't enough to protect just your desktop computer anymore. You need to guard every single device you use to connect: smartphones, tablets, laptops, and PCs. Each houses vital, private information. It is **particularly important to protect mobile devices** that travel everywhere with you. Not only can information sent via mobiles be more easily captured, but mobiles are also easily lost, stolen, and misplaced.

The very thought of losing a phone is enough to cause panic for many owners. What would you do if you **lost all your contacts, photos, videos, messages**, and other information? Not to worry. Norton Security can remotely lock, track, and help recover lost or stolen devices.

### 6 YOU NEED FLEXIBLE PROTECTION THAT CAN ADAPT TO CHANGING NEEDS.

Technology is advancing in ways we never dreamed possible. And so is your **collection of electronic devices**. You just have to have that new smartphone. A teen heading off to college may need a laptop. Your old PC may be replaced by one of those new two-in-ones.

Freeware **doesn't typically offer multi-device protection**, so you would need to download and register multiple offerings from several different providers. In contrast, Norton Security is a **single security solution for all the devices you use**—regardless of operating system. And it's easy to set up, manage, update, and move as your collection of devices evolves.

## IT'S WORTH IT

### Norton Solutions VS. Free Solutions

- |   |  |
|---|--|
| ✓ Single, all-inclusive multi-device/multi-OS protection                                      | 👎 Protects only one device                         |
| ✓ Multiple layers of protection: antivirus plus intrusion and SONAR protection                | 👎 Single layer of protection, antivirus only       |
| ✓ 100% virus-free money-back guarantee  | 👎 No guarantees                                    |
| ✓ 24/7 customer support   | 👎 Little if any support                            |
| ✓ Flexible protection: easy to add/remove devices, move protection from one device to another | 👎 Less flexibility and adaptability                |
| ✓ Automatic, behind-the-scene updates on all devices  | 👎 Updates must be installed on each device in turn |

### Peace of Mind Is Worth It

Protecting yourself, your family, and your private information—what you value most in life—is well worth the investment in today's digital world.

**There's simply too much at stake to risk it all for a "free lunch."**

By relying on trusted solutions from proven, our best-in-class providers (such as Norton Security and **Norton Security with Backup**), you get one-stop, comprehensive, protection for all of your devices, from both known and unknown threats, backed by around-the-clock support. That equals total peace of mind.

To learn more, visit [us.norton.com/boldlygo](https://us.norton.com/boldlygo)

<sup>1</sup> PC mag (<http://www.pcmag.com/article2/0%2c2817%2c2469522%2c00.asp>) and independent tests, Dennis Tech Labs on how NS did vs. 4 of the top freeware products.

<sup>2</sup> Forrester Prepare For The Post-AV Era Part 1: Five Alternatives To Endpoint Antivirus (pdf, pptx, xlsx) (06/09/2014).

<sup>3</sup> To be eligible for this refund, you must subscribe to the Norton automatic renewal service online. Virus removal service by a Norton expert and the guarantee are limited to computers (PCs and Macs®) only. You may receive a full refund on the actual price paid for the Norton subscription, or if a bundle, the total price of the bundled price paid (including any discounts or refunds received and less any shipping, handling, and applicable taxes, except in certain states and countries where shipping, handling, and taxes are refundable) and only for the current paid subscription service period for that product or product bundle. Norton Security must be installed and activated on your computer prior to the time the device is infected by a virus. Money-back guarantee DOES NOT apply to any damages incurred as a result of viruses.