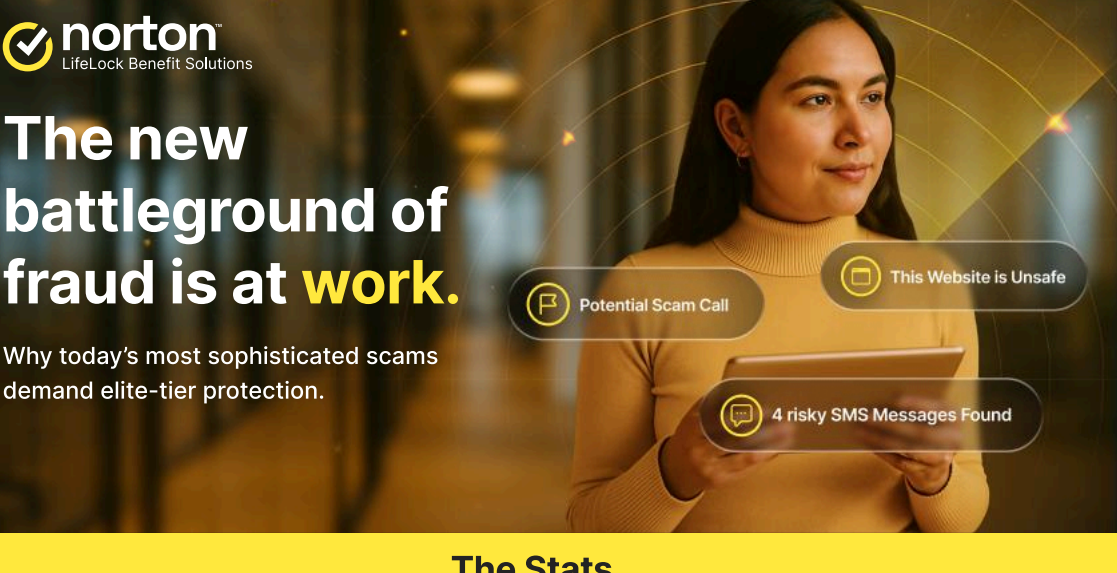


The new battleground of fraud is at **work**.

Why today's most sophisticated scams demand elite-tier protection.



The Stats

The growing threat to your workforce

Scams aren't just a consumer problem anymore — they're a **workplace threat**.

Scams are rising fast. In 2024 alone:



\$16.6B

reported in scam losses - up 33% YoY - a record high¹



2.6M

fraud reports to the FTC²



1 in 3

scam reports included monetary loss²



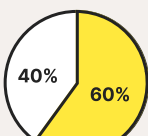
86%

of threats blocked by Gen were scams vs. a virus or malware³

Scams hit employees — and their families

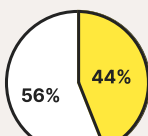
We call this the **ripple effect**: scam risk doesn't stop with employees, it extends to the families they support and the devices they use.

Workforce %



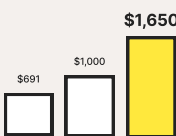
Ages **25–64** are **60%** of the U.S. workforce (BLS)

Scam Loss Rate



44% of **20–29** year-olds report losing money to scams vs. 56% other age groups²

Average \$ Lost



Adults **80+** lose **\$1,650** per incident on average²

The Human Cost

The hidden cost of being scammed

Shame, fear, and confusion can be harder to recover from — and that stress follows employees to work.⁴



Lost time

Lower trust and focus

Emotional burnout

Disrupted engagement

Scam tactics are evolving — fast

Old tools can't solve today's scam problems.



Multi-channel phishing (email, web, LinkedIn, text)



Deepfakes and voice spoofing



Scams crafted by **syndicates, not solo actors**



Attacks are **fast, personal, and hard to detect**

Real stories

Genie Scam Protection Pro helps stop scammers before they succeed. But if something slips through, we step in fast, calm, and ready to support employees through every step of recovery.

\$45,000 Lost in a Real Estate Scam

Spoofed Email + Payment Link

A 45-year-old employee was finalizing a home purchase when he received an urgent email – seemingly from his title agent – with a link to a payment portal. He wired nearly \$45,000. It was a scam. The funds were gone, and the emotional fallout lingered for weeks.⁵

This wasn't just money — it was his future home.

Why Genie Scam Protection Pro

Scam protection is mental well-being protection

Genie Scam Protection Pro goes beyond protection — it delivers proactive detection and empathetic support to reduce chaos in overwhelming moments.

Introducing

Genie Scam Protection Pro



AI-powered scam detection across all employee benefit plans



24/7 AI scam assistant



Real-time protection for SMS, email, web, and phone



In-house support — not outsourced



Proprietary tech built from real scam data (trained on verified scams reported by real users)



Built for modern threats

Product differentiators:

+ Technology

Feature	Genie Scam Protection Pro	Competitor A	Competitor B	Competitor C
Advanced AI Scam Detection	✓	✓ *	Limited – 1 Plan Only	✗
AV Test Certified (for quality)	Gen Digital, Certified (99%)	✗	Advanced + rating (via 3rd Party software)	✗
Scam Channels Covered	Email, Text, Web, Phone Calls	✓ **	Limited – email and text	✓ **
AI-Powered Scam Assistant	Proprietary	✗	Uses 3rd Party LLMs	✗
Deepfake/Voice Scam Readiness	Built-in	—	—	—
Victim Support (Specialized)	In-House, Trained	General	3rd Party (hand-off)	3rd Party
Device Restoration	Included – spyware and virus removal	✗	✗	✗
Cyber Crime Insurance*	\$50K	Limited Use	Limited Use	Limited Use

*Most Plans **Phone calls Only *Cyber Crime Insurance is only available in the LifeLock with Norton Benefit Premier Plus plan.

Scam protection is now employee wellness protection

View our white paper "The new battleground of fraud is at work," to learn more:

View white paper

Email: EB_Sales@gendigital.com

Phone: **844-698-8640**

[Norton.com/EmployeeBenefits](https://norton.com/EmployeeBenefits)

1. FBI Internet Crime Complaint Center (IC3). (2024). Internet Crime Report. https://www.ic3.gov/Media/PDF/AnnualReport/2024_IC3Report.pdf

2. Federal Trade Commission (FTC). (2024-2025). Consumer Sentinel Network Reports & Fraud Facts Dashboard.

a. Annual Data Book (2024)

b. Fraud Reports Tableau Dashboard

3. Gen Digital Threat Labs. (2024). Threat Reports Q1–Q4. <https://www.gendigital.com/blog/insights/reports/threat-report-q4-2024>

4. Gen Digital. (2024). Scam Artists Resource Hub. <https://www.gendigital.com/us/en/scam-artists>

5. Dynata for Gen Digital. (2023–2024). Consumer and Employee Scam Risk Studies. Internal data referenced in white paper and infographic (not publicly available).