



# The Norton Empower Reseller Program

2022



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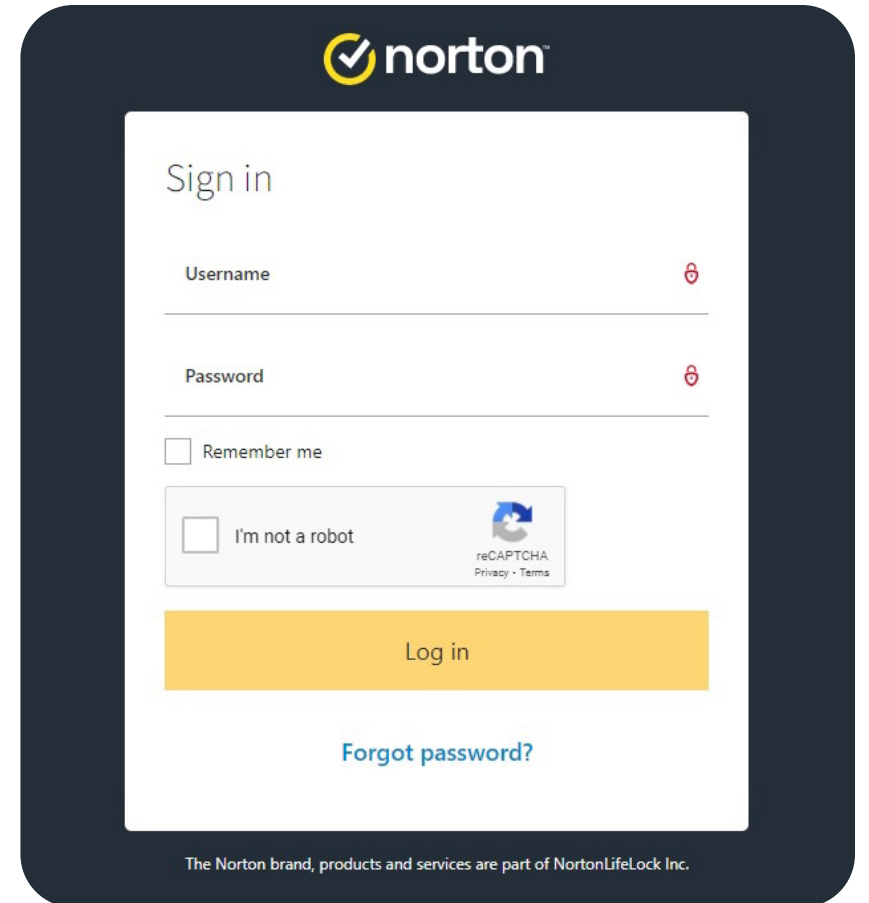
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# Welcome to Norton Empower

At Norton, we are all about supporting our resellers – with award-winning products trusted by millions of people around the globe and now also the Norton Empower Reseller Program, one of the best revenue and profit opportunities for you!

Please use this guide to assist your understanding of the Norton Empower Reseller Program.



The screenshot shows the Norton Empower Reseller Program sign-in interface. At the top, the Norton logo is displayed. Below it, the text "Sign in" is centered. There are two input fields: "Username" and "Password", each with a red lock icon to its right. Below the password field is a checkbox labeled "Remember me". Underneath that is a reCAPTCHA widget with the text "I'm not a robot" and a small robot icon. To the right of the reCAPTCHA widget are links for "reCAPTCHA", "Privacy", and "Terms". A large yellow "Log in" button is positioned below the reCAPTCHA widget. At the bottom of the form, there is a blue link that says "Forgot password?". The entire sign-in form is set against a dark blue background.

The Norton brand, products and services are part of NortonLifeLock Inc.



# Why Norton?

With our trusted brands, products and services, we continue to evolve as emerging cyberthreats do. Our technology is powered by a team of experienced experts dedicated to staying a step ahead of what's next to help keep people Cyber Safe. Our award-winning solutions span cross multiple categories that protect approximately 80 million users around the globe.

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# Digital Life is Life

Cyber Safety is a large and growing problem...and consumers are becoming increasingly concerned

**53%** of people across 10 countries were victims of a cybercrime in the year surveyed\*

**83%** want to do more to protect online privacy\*

**78%** of consumers have some concern about data privacy\*

**\$38+ Billion**  
lost to cybercrime in 2020\*\*

**2.7 Billion Hours**  
spent by cybercrime victims across 10 countries trying to resolve their issues in the last year\*

\* Global data based on an online survey of 10,030 adults in 10 countries conducted by The Harris Poll on behalf of NortonLifeLock, February 2021.

\*\* Based on an online survey of 1,000 U.S. adults conducted by The Harris Poll on behalf of NortonLifeLock, February 2021.

# Innovation is in our DNA

Dedicated team of “Threat Hunters” to meet evolving consumer needs



## Commitment to Innovation & Research

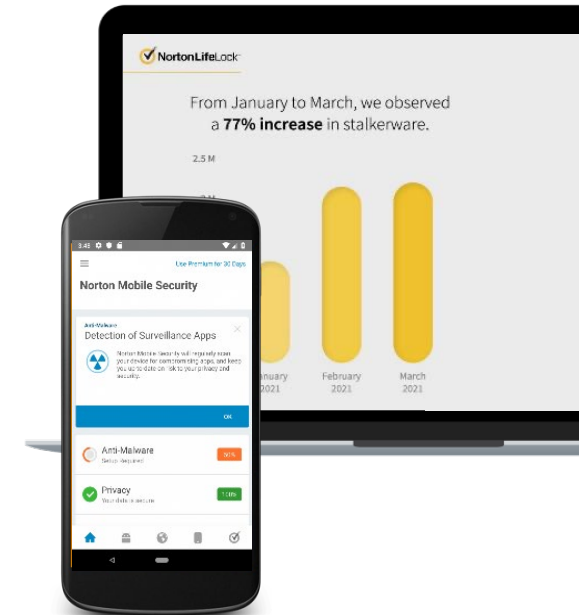
The Norton Labs team of experts is leading the company’s future technology and helping to guide the consumer cybersecurity industry around the globe. We also grant Graduate Fellowships to support students in emerging cybersecurity fields.

## Partnerships

- > New York University & Cornell Tech
- > Coalition Against Stalkerware
- > National Network to End Domestic Violence
- > CISPA – Germany
- > Eurecom – France

## By The Numbers 2021\*

|  |   |
|--|---|
| 3.6 Billion<br>Total threats<br>blocked        | 9 Million+<br>Threats blocked on average<br>every day |
| 16 Million<br>Phishing attempts<br>blocked     | 221 Million<br>File-based malware blocked             |
| 1.4 Million<br>Mobile-malware files<br>blocked | 253,063<br>Ransomware detections<br>blocked           |



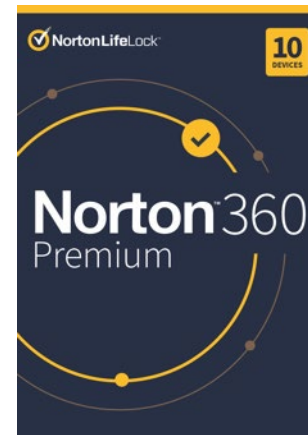
\* Numbers here are reported from Jan. 1 – Dec. 31, 2021.

Norton Labs research on Cyber Safety influences future technology and impacts the consumer cybersecurity industry worldwide. Norton Labs is part of NortonLifeLock Inc.

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# Award-winning products...

As a leader in consumer Cyber Safety, we're proud to offer a level of protection and usability as well as powerful layers of protection to help give your customers real-time protection. Norton's range of easy-to-use security software can help your customers protect, manage and enjoy their life online. What's more, its powerful features, automatic updates\*, free technical support, and Norton's 89% high brand recognition\*\* make it easier for you to recommend and sell.



\* Requires your device to have an Internet/data plan and be turned on.  
\*\* Based on annual brand consumer surveys conducted for NortonLifeLock, Nov 2020.  
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# ..recognized by leading independent consumer reviews



SE Labs Best Consumer Anti-Malware, 2021.



AV-TEST, Best Performance, Best Protection, Best MacOS Security for Norton 360, 2021.



A trademark of Ziff Davis, LLC. Used under license. Reprinted with permission. © 2022 Ziff Davis, LLC. All Rights Reserved. 48-Time Winner awarded in 2021.







# Norton Empower Program

Our passion is more than just offering device security, identity protection, online privacy, and all-in-one protection. It's to empower your customers and their families to feel safer in their everyday digital life. We believe that when they worry less about the darkness of cybercrime, they can live on the bright side. So, we wanted to make selling protection for you easier and rewarding by introducing the Norton Empower Reseller Program.

# Empower Reseller Portal

As a member of the Norton Empower Reseller Program it is easy for you to keep track of your revenue share, licenses sold and activations: [EmpowerReseller.Norton.com](https://EmpowerReseller.Norton.com)

The user-friendly Empower Reseller Portal allows you to manage everything in one place:

- Place orders and download License Keys for Norton products with just a few clicks\*
- Keep track of all your orders, as well as active subscriptions, via a clear and comprehensive overview
- Renew your customers' subscriptions
- Find out how much revenue share you've got coming
- Claim your revenue share easily through the Reseller Portal\*\*
- Easy access to Marketing Assets

The screenshot displays the Norton Empower Reseller Portal interface. At the top, there is a navigation bar with the Norton logo and links for Orders, Subscriptions, Invoices, Revenue Share, Marketing Assets, and Support. The main content area is titled 'Claims - Revenue Share' and includes a sub-header 'View and claim your revenue share.' Below this, there is a table of 'Lastest Transactions' with the following data:

| TYPE    | DATE        | REV SHARE % | AMOUNT   | BALANCE | CLAIM ID                 |
|---------|-------------|-------------|----------|---------|--------------------------|
| Earned  | 07 Mar 2022 | 15%         | +€130.00 | €610.00 |                          |
| Earned  | 27 Feb 2022 | 15%         | +€180.00 | €480.00 |                          |
| Earned  | 02 Feb 2022 | 15%         | +€300.00 | €300.00 |                          |
| Claimed | 07 Jan 2022 | -           | -€205.00 | €0.00   | Claim ID: E14-1646625012 |
| Earned  | 16 Dec 2021 | 15%         | +€205.00 | €205.00 |                          |

To the right of the table, there is a summary card showing 'Total Claimed: €205.00' and 'AVAILABLE TO CLAIM: €610.00'. Below this, there is a 'Claim revenue' button. At the bottom right, there is a 'Claim ESD or Physical Goods' section with a 'Claim Keys' button. The footer of the page includes the Norton logo and the text 'Copyright © 2022 NortonLifeLock Inc. All rights reserved. | Terms & Conditions'.

\* Not available in all countries. Only available where you are authorized for direct ordering.

\*\* Partner must have \$USD100 (or local currency equivalent) in revenue share account before requesting revenue share. Requests can be made every 30 days.

# Revenue Share

Once you enroll in the Norton Empower Reseller Program, you'll be eligible for revenue share when your end user renews its Norton product directly on the Norton eStore for up to three successive renewal years\*. This includes cross-sell and upsell product transfers.

Norton will actively market to end users to make sure that they're getting the protection they need. If this results in the end user purchasing a more robust product, Norton will reward the partner that introduced that customer with a revenue share. For example, a customer purchases Norton Antivirus Plus from a reseller. Six months later they upgrade to a more robust product via the Norton eStore. For the following 3 renewal years partner will qualify for revenue share on any successive renewals through the eStore.\*\*



\* Subject to the Last Touch principle - ie the Partner remains the Partner of record.

\*\* With Product Transfers, end users may have a combination of annual, 24-months and monthly renewals but eligibility for revenue share is limited to 3 years. If the Last Touch Principle applies, then this will start the renewal count from zero.

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# Revenue Share (cross-sell)

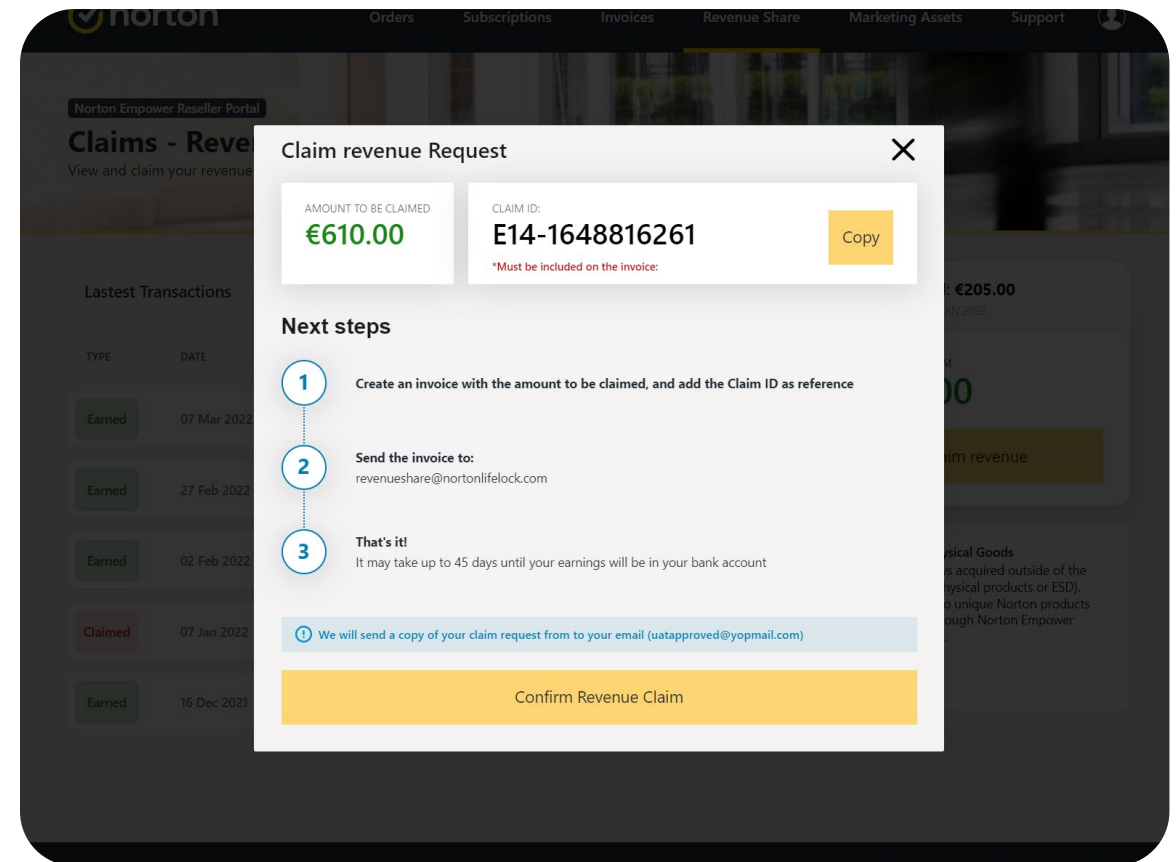
In the case of a cross-sell, you will get revenue share on the acquisition of the cross-sell product and be eligible for three years revenue share on the new sale as long as it occurs during the initial revenue share period. For example, a customer purchases Norton Antivirus Plus from you. Two years later, the customer visits the Norton eStore and purchases Norton Secure VPN. Norton will share revenue on the acquisition of the Norton Secure VPN with you and for a further three years of renewals.<sup>†</sup> You will remain eligible for revenue share on the Norton Antivirus Plus for the remainder of the original 3-year renewal period.



<sup>†</sup> Norton will pay on cross-sell as long as the cross-sell happens within the initial revenue share period.

# Revenue Share via Empower Portal

- You buy the Norton Empower-enabled product key (ESD) on the portal.
- You sell the product to your customer.
- Your customer renews the license online on the Norton eStore.
- This will qualify for revenue share at up to 25%\* which will show in your revenue share account.
- You can keep track of your growing revenue share via the Norton Empower Reseller Portal\*\*



\* Revenue share is payable on up to three years of renewals on Empower-enabled products. Revenue share percentages may vary based on your geographic location and Empower Reseller membership level. The actual percentage will be as specified on your account on the Norton Empower Reseller Portal.

\*\* You will have the opportunity to claim missing transactions on the Norton Empower Reseller Portal provided you do so within 10 months of the transaction and we can verify your claim.

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# Revenue Share via Distributor

Your distributor will scan the unique bar code on the product carton before shipping to you. This identifies each product in the carton and assigns them to you. When the distributor reports back, these products get assigned to you in our systems.

- You sell the product to your customer.
- Your customer renews the license online on the Norton eStore.
- This will qualify for revenue share at up to 25%\* which will show in your revenue share account.
- You can keep track of your growing revenue share via the Norton Empower Reseller Portal.\*\*

The image displays two screenshots of a web interface titled "Claim ESD or Physical Goods".

The top screenshot shows the "Card ID" option selected (indicated by a blue dot). Below the selection are two radio buttons: "Card ID" (selected) and "Carton ID". A text input field labeled "Enter identifier number" is present, followed by a yellow "CLAIM" button. A checked checkbox labeled "Range selection" is at the bottom.

The bottom screenshot shows the "Carton ID" option selected. Below the selection are two radio buttons: "Card ID" and "Carton ID" (selected). Two text input fields labeled "Start" and "End" are separated by a hyphen, followed by a yellow "CLAIM" button. A checked checkbox labeled "Range selection" is at the bottom.

\* Revenue share is payable on up to three years of renewals on Empower-enabled products. Revenue share percentages may vary based on your geographic location and Empower Reseller membership level. The actual percentage will be as specified on your account on the Norton Empower Reseller Portal.

\*\* You will have the opportunity to claim missing transactions on the Norton Empower Reseller Portal provided you do so within 10 months of the transaction and we can verify your claim.

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# Marketing Resources

## Quarterly Newsletters

The newsletter will give you insights and ideas for customer engagement and how, with our range of products, you can help consumers enjoy greater security, protection and peace of mind.

## Reseller Resources

We will not only help you with practical advice and education for consumers on increasing their families' security and online protection (Hints and Tips Guides, Security Blogs, Product Sheets, Point of Sale and Merchandising etc.) but also provide an array of engagement opportunities.

## Additional Information

Downloadable information about awards, reviews and press releases are available here:

[NortonLifeLock.com/us/en/newsroom](https://NortonLifeLock.com/us/en/newsroom)

# Upgrade to Norton Empower Plus

The more you sell, the greater the rewards and support from us.

Exceed a country-specific threshold of new customer activations per annum and upgrade to Norton Empower Plus. You will have access to our enhanced revenue share scheme and further support\* to truly make the most of your business.

Norton Empower Plus features

+ Up to an additional 5% revenue share

Norton Empower Plus is currently not available in all countries. Speak to your account manager for more information.



\* Empower Plus is not available in all countries/regions. Additional marketing benefits are available based on your location.





# Product

We're dedicated to helping keep people everywhere Cyber Safe. It's what's driven us to continuously improve our technology for over four decades.

# Product Information

## Product Formats

We currently sell a range of products in a number of different formats to suit the relevant product deployment.



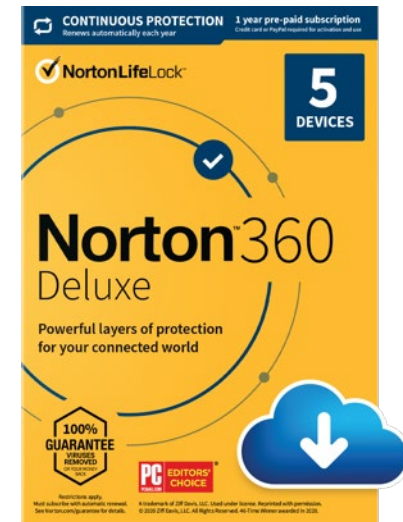
### Retail Packs

For use as a standalone retail sale.



### Attach

For use as a bundled sale with laptops/desktops, tablets, smartphones, smart devices and or services.\*

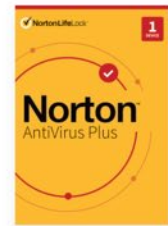


### ESD

Electronic download License Key available in multiple user format.

\* Not to be sold separately. If Norton is aware of Attach or any other Norton products being sold incorrectly, then we reserve the right to deactivate the license.

# Norton Products Comparison Chart



Norton Antivirus Plus  
  
1 PC or Mac



Norton 360 Standard  
  
1 Device



Norton 360 Deluxe  
  
3 Devices



Norton 360 Deluxe  
  
5 Devices



Norton 360 for Gamers  
  
3 Devices



Norton 360 Premium  
  
10 Devices

|                                  |      |       |       |       |       |       |
|----------------------------------|------|-------|-------|-------|-------|-------|
| Secure VPN                       |      | ✓     | ✓     | ✓     | ✓     | ✓     |
| Password Manager                 | ✓    | ✓     | ✓     | ✓     | ✓     | ✓     |
| PC Cloud Backup <sup>1</sup>     | 2 GB | 10 GB | 25 GB | 50 GB | 25 GB | 75 GB |
| SafeCam for PC <sup>2</sup>      |      | ✓     | ✓     | ✓     | ✓     | ✓     |
| Dark Web Monitoring <sup>3</sup> |      |       | ✓     | ✓     | ✓     | ✓     |
| Game Optimizer <sup>4</sup>      |      | ✗     | ✗     | ✗     | ✓     | ✗     |

<sup>1</sup> Norton PC Cloud Backup features are only available on Windows (excluding Windows 10 in S mode, Windows running on ARM processor). Requires your device to have an Internet/data plan and be turned on.

<sup>2</sup> Norton SafeCam for PC features are only available on Windows (excluding Windows 10 in S mode, Windows running on ARM processor).

<sup>3</sup> Dark Web Monitoring is not available in all countries. Monitored information varies based on country of residence. It defaults to monitor your email addresses and begins immediately. Sign into your account to enter more information for monitoring.

<sup>4</sup> Only available on Windows (excluding Windows 10 in S mode, Windows running on ARM processor) with 4 or more core processors.

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# Norton AntiVirus Plus

Powerful protection for your device and personal information on it.



- Device Security Real-time protection for 1 PC or Mac against ransomware, viruses, spyware, malware and other online threats.
- Online Threat Protection Advanced security helps protect your private and financial information when you go online.
- Smart Firewall Helps protect your device and data from malicious attacks and intrusive eyes by monitoring and blocking suspicious network traffic.
- PC Cloud Backup<sup>1</sup> 2 GB of cloud storage to store and protect important files and documents as a preventative measure to data loss due to hard drive failures, stolen devices and even ransomware.
- Password Manager Create, store, and manage your passwords, credit card information and other credentials online – safely and securely.
- Virus Protection Promise<sup>2</sup> Our experts are available to help keep your device virus-free, or your money back.

No one can prevent all cybercrime or all identity theft.

1-Restrictions apply. Must have a qualifying subscription with automatic renewal unless otherwise specified. See [Norton.com/guarantee](https://www.norton.com/guarantee) for details.

2-Requires your device to have an Internet/data plan and be turned on.

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# Norton 360 Standard

Multiple layers of protection for your devices and online privacy

- Real-time threat protection for your devices Multi-layered, advanced security helps protect against existing and emerging malware threats to your devices, and helps you protect your private and financial information when you go online.
- Norton Secure VPN Browse anonymously and securely with a no-log VPN. Add bank-grade encryption to help keep your information like passwords and financial details secure and private.
- Password Manager Easily create, store, and manage your passwords, credit card information and other credentials online – safely and securely.
- 10GB Cloud Backup Automatic, secure cloud backup for PCs – to store and protect important files and documents against hard drive failures, stolen devices and even ransomware.<sup>1, 2</sup>
- SafeCam Get notified if cybercriminals try to use your webcam, and we can help block them.<sup>1, 2</sup>



No one can prevent all cybercrime or identity theft.

1-Requires your device to have an Internet/data plan and be turned on.

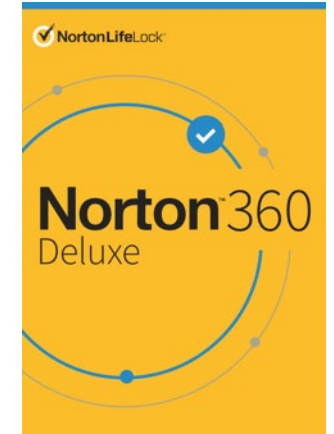
2-Norton Cloud Backup, Norton SafeCam, Norton Family, and Norton Parental Control features are not supported on Mac, Windows 10 in S mode, and Windows running on ARM processor).

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# Norton 360 Deluxe

Multiple layers of protection for devices and online privacy for the whole family.

- Real-time threat protection for your devices Multi-layered, advanced security helps protect against existing and emerging malware threats to your devices, and helps you protect your private and financial information when you go online.
- Norton Secure VPN Browse anonymously and securely with a no-log VPN. Add bank-grade encryption to help keep your information like passwords and financial details secure and private.
- Password Manager Easily create, store, and manage your passwords, credit card information and other credentials online – safely and securely.
- 50GB Cloud Backup Automatic, secure cloud backup for PCs – to store and protect important files and documents against hard drive failures, stolen devices and even ransomware.<sup>1, 2</sup>
- Parental Control<sup>3</sup> Manage your child’s activities online. Help them explore, learn, and enjoy their connected world safely. The School Time feature helps you manage your child’s remote learning environment while school’s in session.
- Dark Web Monitoring<sup>4</sup> We monitor and notify you if we find your personal information on the dark web.



No one can prevent all cybercrime or identity theft.

1-Requires your device to have an Internet/data plan and be turned on.

2-Norton Cloud Backup, Norton SafeCam, Norton Family, and Norton Parental Control features are not supported on Mac, Windows 10 in S mode, and Windows running on ARM processor).

3-Norton Family and Parental Control features are not supported on Mac or Windows 10 in S mode.

4-Monitored information varies based on plan. Feature defaults to monitor your email address only and begins immediately. Sign in to your account to enter more information for monitoring.

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# Norton 360 Premium

- Real-time Threat Protection for your Devices Multi-layered, advanced security helps protect against existing and emerging malware threats to your devices, and help protect your private and financial information when you go online.
- Secure VPN Browse anonymously and securely with a no-log VPN. Add bank-grade encryption to help keep your information like passwords and bank details secure and private.
- Dark Web Monitoring We monitor and notify you if we find your personal information on the dark web.<sup>3</sup>
- Password Manager Easily create, store, and manage your passwords, credit card information and other credentials online – safely and securely.
- 100GB Cloud Backup Automatic, secure cloud backup for PCs – to store and protect important files and documents against hard drive failures, stolen devices and even ransomware.<sup>‡‡, 4</sup>
- Parental Control Manage your kids' activities online. Help them explore, learn, and enjoy their connected world safely.<sup>‡</sup>
- SafeCam Get notified if cybercriminals try to use your webcam, and we can help block them.<sup>5</sup>
- School Time Remote learning requires the internet, so pausing the internet on your child's device is not an option. Manage your child's remote learning environment and keep your child focused while school's in session.<sup>‡‡, 6</sup>



<sup>‡</sup> Parental Control can only be installed and used on a child's Windows PC, iOS and Android devices but not all features are available on all platforms. Parents can monitor and manage their child's activities from any device – Windows PC (excluding Windows 10 in S mode), Mac, iOS and Android – via our mobile apps, or by signing into their account at my.Norton.com and selecting Parental Control via any browser, except Internet Explorer.

<sup>‡‡</sup> Requires your device to have an Internet/data plan and be turned on.

<sup>3</sup>-Monitored information varies based on plan. Feature defaults to monitor your email address only and begins immediately. Sign in to your account to enter more information for monitoring.

<sup>4</sup>-Norton Cloud Backup features are only available on Windows (excluding Windows 10 in S mode, Windows running on ARM processor).

<sup>5</sup>-Norton SafeCam features are only available on Windows (excluding Windows 10 in S mode, Windows running on ARM processor).

<sup>6</sup>-School Time use reports do not monitor the time spent on iOS devices.

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# Norton 360 for Gamers

Norton 360 for Gamers maximizes your PC's gaming performance and strengthens your security at the same time. Designed by gamers, our advanced, multi-layered technology will help secure PCs and devices, protect privacy, and monitor the dark web for gamertags—all with fewer notifications. Plus, many gamers turn off their antivirus protection when gaming because it slows the game down. Game Optimizer is our solution for that.



- Game Optimizer maximizes game performance by dedicating CPU cores to the game on PCs with multi-core CPUs. By isolating non-essential apps to a single CPU, it allows the rest of the CPUs to be allocated to the game.<sup>1</sup>
- Dark Web Monitoring for gamer tags and personal info. We monitor and notify you if we find your personal information on the dark web including your gamer tags, usernames and email addresses.<sup>2</sup>
- PC Notification Optimization & Full-Screen Detection Mode<sup>3</sup> We'll notify you if you are under attack, your protection is at risk, or you aren't using a feature you're entitled to use. You get fewer notifications and more control over product reminders. If you're in Full-Screen Mode, all but critical security alerts are silenced.

No one can prevent all cybercrime or identity theft.

1-Only available on Windows (excluding Windows 10 in S mode, Windows running on ARM processor) with 4 or more core processors.

2-Feature defaults to monitor your email address only and begins immediately. Sign in to your account to enter more information for monitoring.

3-To suppress most alerts for Windows, full-screen mode must be in use.

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# Become a Norton Empower Reseller Today!

[EmpowerReseller.Norton.com](https://EmpowerReseller.Norton.com)