

# FIND YOUR MOBILE FREEDOM SAFELY



## SMARTPHONES ARE OUR CONSTANT COMPANIONS

**Nearly 75%**  
Check smartphones within 15 minutes of getting up

**Over 70%**  
Check smartphones within 15 minutes of going to bed

**Almost 30%**  
Check smartphones when waking up at night



## STAY CONNECTED

Today more than ever, we enjoy being mobile. With our smartphones and tablets in hand, we can stay connected almost anywhere. But as we come to rely more on our mobile devices and the apps that make our lives easier, we need to remember that these are powerful computers and they hold valuable information that can be exposed through the very apps we rely on or the cybercriminals who prey on them. Do you know what you are trading to enjoy a free app?



## STAY PROTECTED

Did you know that without the proper tools, information and protection, you might unknowingly be trading your personal information – phone number, photos, location and more – for a free app? You may also be paying for data that is being consumed by an app you never use, installing apps that drain your battery, or putting up with annoying ads that slow you down. So what are you trading -- and how can you stay protected? The key to true mobile freedom begins here.

## HOW ARE YOU USING ANDROID APPS ON YOUR MOBILE DEVICES?



## WHAT'S IMPORTANT TO YOU?

### SECURITY



**3 Million** Malicious Apps

### PRIVACY



**8 Million Apps** with privacy leaks or annoying behaviors

### PERFORMANCE



**700,000 Apps** with high battery or data usage

**YOUR MOBILE EXPERIENCE IS IN YOUR HANDS**

SOURCE: Norton Mobile Insight data as of October 2014

## APPS ARE FUN, HELPFUL AND PROFITABLE... FOR CYBERCRIMINALS!

**APPS PROVIDE ACCESS TO YOU, YOUR INFORMATION & EVERYTHING ON YOUR DEVICES**

### RANSOMWARE APPS

Lock your phone until you pay



### PROTECT YOURSELF

Install security software on all your devices

**LEARN MORE**

### FAKE APPS

Steal personal information or trick you into paying for a useless app



CAN YOU FIND THE FAKE APP?

### PROTECT YOURSELF

Download apps from trusted app markets

**LEARN MORE**

## FREE DOES NOT NECESSARILY MEAN...FREE

**EVEN LEGITIMATE APPS CAN HAVE PRIVACY RISKS**

### TOP 3 APP CATEGORIES THAT LEAK PERSONAL INFORMATION



**GAMES**



**PERSONALIZATION**



**ENTERTAINMENT**

**LEARN MORE**

SOURCE: Norton Mobile Insight data as of October 2014.

## SOME APPS CAN ALSO IMPACT YOUR MOBILE EXPERIENCE AND DEVICE PERFORMANCE

### SOME APPS CAN



**HAVE INTRUSIVE ADWARE**



**BE BATTERY HOGS**



**EXCESSIVELY USE YOUR DATA PLAN**

## GO MOBILE WITH CONFIDENCE

## EMPOWER YOUR MOBILE FREEDOM

**Norton Mobile Insight** is the app scanning engine used in our Norton™ Mobile Security subscription service for Android smartphones and tablets.

## Norton™ Mobile Insight Technology:



Analyzes Your Apps



Continuously Crawls 200 App Stores



Processes 30,000 New Apps Every 24 Hours



Dynamically Generates Unique Mobile App Risk Intelligence

Norton puts you in control so you can decide which apps are allowed to access your personal information, photos and data plan.

## FIND YOUR MOBILE FREEDOM HERE

To download a 30-day Premium Trial of Norton Mobile Security, visit us on:

**Google Play**

