SAFELY

**SMARTPHONES ARE OUR CONSTANT COMPANIONS** 

Nearly 75% Check smartphones within

15 minutes of getting up

# Check smartphones within 15 minutes of going to bed

**Over 70**%

Almost 30%

Check smartphones when waking up at night

SOURCE: Toluna Survey (US, UK, France, Germany, Singapore), Aug. 2014



HOW ARE

## 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

STAY CONNECTED

Today more than ever, we enjoy being mobile. With our

smartphones and tablets in hand, we can stay connected

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. \$

**MOBILE** 

**YOU USING** ANDROID APPS ON YOUR MOBILE **DEVICES?** 



**PRIVACY** 

WHAT'S IMPORTANT TO YOU?

**SECURITY** 



SOURCE: Norton Mobile Insight data as of October 2014



annoying behaviors



**PERFORMANCE** 

APPS ARE FUN, HELPFUI AND PROFITABLE... FOR CYBERCRIMINALS!

APPS PROVIDE ACCESS TO YOU, YOUR

INFORMATION & EVERYTHING ON YOUR DEVICES



Install security software on all your devices

RANSOMWARE APPS

Lock your phone until you pay

**PROTECT YOURSELF** 

**LEARN MORE** 

CAN YOU FIND THE FAKE APP?

**PROTECT YOURSELF** 

**LEARN MORE** 

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

**FAKE APPS** 



Download apps from trusted app markets

TOP 3 APP CATEGORIES THAT LEAK PERSONAL INFORMATION

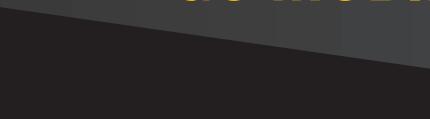
**PERSONALIZATION** 

**LEARN MORE** 

**HAVE PRIVACY RISKS** 



**GAMES** 



**HAVE INTRUSIVE ADWARE** 

SOME APPS CAN ALSO IMPACT OUR MOBILE EXPERIENCE AND DEVICE PERFORMANCE **SOME APPS CAN** 

**BE BATTERY HOGS** 



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Symantec Internet Security Threat Report 2014: Volume 19

Toluna Survey (US, UK, France, Germany, Singapore), Aug. 2014



Norton

**Mobile App Risk Intelligence**