

Press release  
23<sup>rd</sup> March 2023

## **F-Secure and Allianz Partners join forces for protection and peace of mind in the digital age by combining insurance and cyber security**

*Partnership pairs cyber insurance coverage with preventative protection services for the digital self.*

**Helsinki, Finland – March 23, 2023:** F-Secure and Allianz Partners, a world leader in B2B2C insurance and assistance, are collaborating to develop a comprehensive cyber security suite, combining cyber security prevention, protection and insurance, delivered through Allianz, F-Secure and their partners.

The new joint partnership, which will roll out in the second half of 2023, aims to offer a comprehensive package of cyber security and cyber care insurance, including: one protection for all devices, browsing & banking protection, virus malware protection, ID monitoring and parental control.

This new solution follows a successful pilot of F-Secure Internet Security and ID Protection insured by Allianz Partners in Switzerland, that received excellent ratings of “Good” or “Very good” from 88% of survey respondents. Likewise, 85% said that cyber security services add new value to the insurance and services offered by Allianz Partners.\*

### **Awareness of digital threats is on the rise**

A recent F-Secure survey found that a full three out of four, 75%, of consumers say they worry about their online safety. And nearly two-thirds, 64%, believe that their cyber threat risk will increase in the next 12 months.\*\* Through this new partnership, Allianz Partners and F-Secure are responding to a growing concern faced by consumers resulting from the demarcation between physical and digital worlds fading at a rapid pace.

**Laurent Floquet, CEO of Mobility & Assistance at Allianz Partners, commented:** “As the internet is embedded deeper and deeper into our daily lives, maintaining our digital life becomes increasingly important to prevent the negative effects of cyber attacks, such as identity theft, financial loss and psychological consequences. At Allianz Partners, we aim to be proactive in helping secure the digital footprint of our customers and accompany them at each step to ensure that they can enjoy the convenience of digital life with full peace of mind.”

“A sense of security on the internet is the most important thing we can offer our customers,” **said Timo Laaksonen, F-Secure President & CEO.** “That’s why merging brilliantly simple cyber security with the confidence that comes with insurance is a perfect fit. Together with Allianz Partners, we want to protect consumers on the internet through

effective cyber security, yet in the unlikely event of an incident, cyber care insurance will help deal with the consequences.”

### **Consumers expect embedded security solutions**

More than seven out of ten consumers see insurance companies as trusted providers of internet security, slightly preferring insurers over both online and retail stores. 84% of consumers also expect home insurance to contain internet security and insurance for cyber crime, presenting the opportunity for insurance companies to extend their offering and respond to a growing consumer need.\*\*\*

“How people adopt cyber security services is rapidly transforming,” **Laaksonen added.** “The increasing number of digital moments to protect and increasing online safety concerns create a growing opportunity for insurance companies, and other trusted providers, looking to grow their business with value-added services that gel well with their core offering.”

The new offering is an extension of the F-Secure Total solution, which protects against the growing number of cyber threats now targeting financial data. It is built on award-winning technology and protects users’ devices against viruses, trojans, ransomware, and other harmful apps that may collect, steal, or lock personal data such as credit card numbers and banking credentials, and embeds the insurance to provide total security for the digital life.

**For more information about F-Secure services [here](#).**

### **About F-Secure**

F-Secure makes every digital moment more secure, for everyone. We deliver brilliantly simple, frictionless security experiences that make life easier for the tens of millions of people we protect and our 180 service provider partners. For more than 30 years, we’ve led the cyber security industry, inspired by a pioneering spirit born out of a shared commitment to do better by working together.

### **About Allianz Partners**

Allianz Partners is a world leader in B2B2C insurance and assistance, offering global solutions that span international health and life, travel insurance, mobility and assistance. Customer driven, our innovative experts are redefining insurance services by delivering future-ready, high-tech high-touch products and solutions that go beyond traditional insurance. Our products are embedded seamlessly into our partners’ businesses or sold directly to customers, and are available through several commercial brands including Allianz Assistance, Allianz Travel and Allianz Care. Present in over 75 countries, our 19,800 employees speak 70 languages, handle over 64 million cases each year, and are motivated to go the extra mile to offer peace of mind to our customers around the world.

For more information, please visit: [www.allianz-partners.com](http://www.allianz-partners.com)

These assessments are, as always, subject to the disclaimer provided below.

*\*F-Secure case study*

*\*\*Source: F-Secure Consumer Survey (2022), seven countries (Brazil, Germany, Finland, France, Sweden, United Kingdom and the United States), sample size 1000/country, total 7000 respondents.*

*\*\*\* Source: F-Secure Consumer Survey (2022), ten countries (Brazil, Germany, Finland, France, Japan, the Netherlands, Sweden, Switzerland United Kingdom and the United States), sample size 400/country, total 4000 respondents.*