

We've been at the forefront of cybersecurity for 22 years and we protect 400M global users

Most Tested, Most Awarded Security



For more details, please see: kaspersky.com/top3

Minimum system requirements for Kaspersky Internet Security

- Internet connection
- Windows®-based: IE 10+; .Net 4+; Windows 10 / 8.1 / 8 / 7 SP1+
- Mac: macOS 10.12 or higher
- 2.7 GB free space, 1 GHz Processor, 2 GB Memory
- Mobile: Android™ 5+, iOS® 12.0+

Some functionality is not available for specific versions of some operating systems. Full details on System Requirements are available at <https://www.kaspersky.com/internet-security>.

* Only Kaspersky Secure Connection & Kaspersky Safe Kids are available for these platforms.

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kaspersky BRING ON THE FUTURE

Key features and benefits

Users of Kaspersky Internet Security get:



Advanced security & device protection

- Blocks viruses, Trojans, ransomware & more
- Stops hackers breaking into devices
- Warns about vulnerable settings*
- Locates, locks & wipes stolen Android mobiles
- Works fast & smooth on all devices



Privacy protection

- Stops websites tracking users' data**
- Detects phishing URLs to protect identity
- Blocks webcam spies**
- Alerts about spy apps***



Safe shopping & banking

- Checks sites for scammers
- Protects payments & card details**
- Encrypts financial data



Wi-Fi security featuring VPN

- Protects users on public Wi-Fi
- Secures emails, chats & video calls
- Encrypts online data traffic****

* PC only
** PC & Mac
*** PC & Android devices
****Protects up to 200MB of data traffic per device, per day



Kaspersky Internet Security



ADVANCED protection

Who's it for?

- Users who want more than just antivirus – allowing them to guard against money scams, spy apps, webcam spies, phishing emails and more
- People who want to protect multiple devices with one solution, including PC, Mac and Android phones and tablets
- Users focused on protecting their online privacy and identity – and who want protection that helps their devices perform as they're supposed to

What users are looking for

Your customers are online more than ever. Today we have seen increases in home working, gaming (27%*) and streaming (47%*).

So they're demanding to secure everything from work emails and shopping payments, to private chats and watching box sets and movies. And typically, across a number of desktop and mobile devices.

* Source: Kaspersky WFH Survey, April 2020

Customer objections – and how to address them



I don't need antivirus or security.

Whatever device you use, there are lots of ways malware and hackers can steal your data, money or identity. That's why everybody with a PC, tablet or smartphone needs cybersecurity. So far this year we've blocked almost 1 billion attacks, protecting our 400 million users from an average of 2.5 threats per user. Plus we've blocked malware attempts to steal money via online banking apps on over 750,000 user devices.

Looking at year-on-year stats*:

- Financial phishing attacks increased as a percentage of all phishing attacks from 45% to 51%
- Data attacks on mobile devices increased by 67%, affecting 67,500 users – mainly due to spy apps

* Source: Kaspersky Security Bulletin 2019; Mobile Malware Evolution 2019; Financial Cyberthreats in 2019



I've never heard of Kaspersky.

Kaspersky is one of the world's largest security vendors with 400 million global users. Year after year our products are the most tested and most awarded. Last year our products competed in 86 independent tests, coming first in 64.



I can get free antivirus – so why would I pay for antivirus?

Free software usually provides less protection – and can end up costing more money. Free products only protect against common viruses, rather than online activities. Plus, annoyingly, they spam the user with ads.



Why should I choose Kaspersky Total Security instead of Kaspersky Internet Security?

Kaspersky Internet Security delivers multi-layered security – including protection on PC, Mac and Android devices – and comes with privacy tools to block webcam spies, web trackers and phishing scams. What's more, it offers encryption for shopping and banking.

Talking your customer through some of our security solutions

This makes it easy for you to explain the key features inside Kaspersky Internet Security. Plus it shows the extra levels of protection users gain if they choose our premium security solution – Kaspersky Total Security.

	Kaspersky Anti-Virus	Kaspersky Internet Security	Kaspersky Total Security
Level of protection	Essential	Advanced	Premium
Security Defends against viruses, ransomware & more	●	●	●
Performance Protects – without slowing devices down	●	●	●
Simplicity Simplifies security – easy to set up and use	●	●	●
Privacy Blocks webcam spies & hides browsing – on PC & Mac – and protects against phishing scams		●	●
Money Protects payments & card details with bank-grade encryption – on PC & Mac		●	●
PC, Mac & Mobile Secures multiple device types – in any combination		●	●
Safe Kids Blocks harmful content, manages screen time and includes GPS child tracking – on PC, Mac & mobile			●
Passwords Securely stores & generates passwords & autofills account logins			●
File Protection Backs up files, photos & music – on PC			●



To learn more about the benefits of Kaspersky Security Cloud, simply scan our QR code.

kaspersky.com