



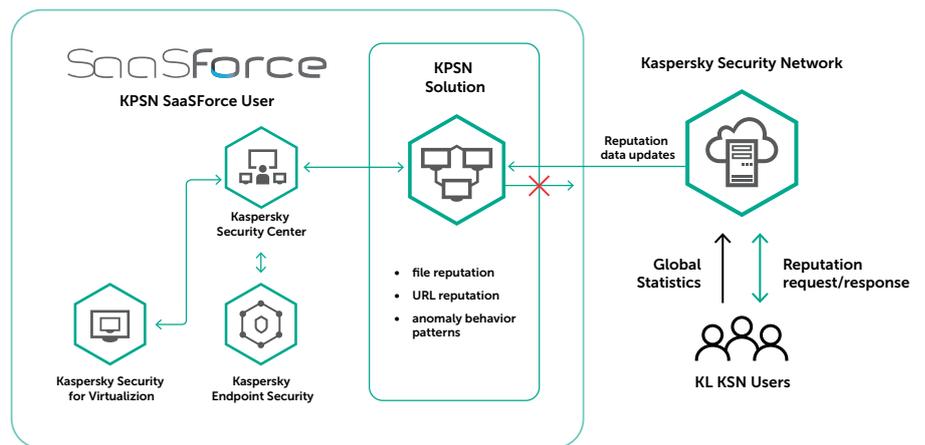
Kaspersky[®] Private Security Network
SaaSForce
Reseller Guide

What is the KPSN-SaaSForce solution from Kaspersky Lab Benelux?

Kaspersky Lab Benelux is launching an entirely new proposition: customers can now benefit from the protection offered by a Kaspersky Private Security Network without any data leaving the European Union. Kaspersky Lab has teamed up with renowned cloud services provider SaaSForce, in order to offer the Private Security Network over their platform. This solution makes Kaspersky Lab the first global cyber security software provider to offer a reputation database within the EU that does not charge extra for hosting on an independent platform.

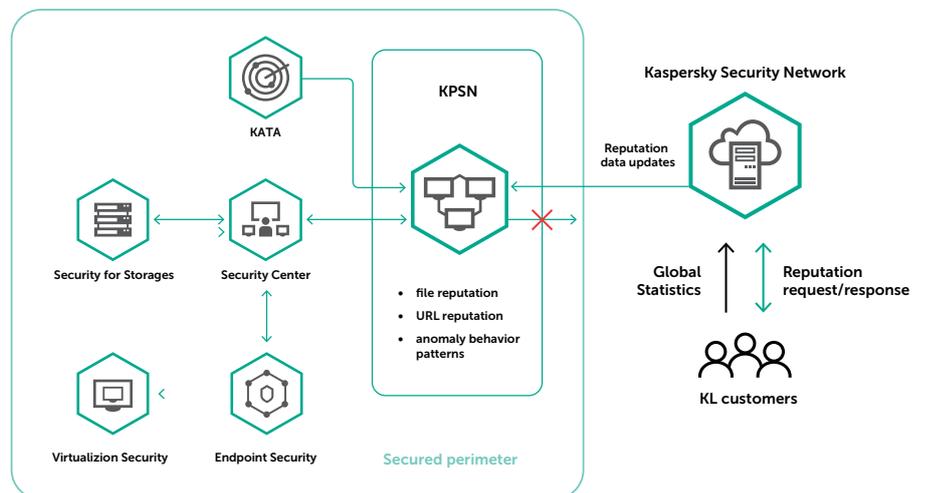
But a KPSN solution was already available, right?

Customers using a paid Kaspersky Private Security Network (KPSN) solution can access the real-time reputation database within their own closed network. KPSN consists of a private environment containing an internal copy of the global Kaspersky Security Network, offering all of its benefits. The databases are on servers within the customer's infrastructure. This reputation database is updated through real-time, one-directional synchronization.



This standard KPSN solution will remain available for customers who prefer to make use of their own data centre, or choose their own hosting partner.

All this also applies to the KPSN-SaaSForce solution. The customer still has real-time access to the reputation database to protect his or her own network. However, the reputation database is offered through the platform of renowned cloud services provider SaaSForce. Kaspersky Lab covers the cost of hosting with SaaSForce. This means customers get KPSN free of charge.



What is the difference between KPSN and KSN?

The Kaspersky Security Network (KSN) is a global cloud solution offering customers real-time access to a reputation database that identifies and blocks the latest cyber threats. In addition, KSN ensures false positives are minimized: a KSN reputation check is carried out in the event of a signature or behaviour-based detection. If a file's reputation turns

out to be in order, the file will not be blocked.

This cloud solution runs on servers that process data in a large number of countries. Kaspersky Lab provides more than 80 million users with information, helping prevent cyber threats. KSN is a public cloud environment,

whereas KPSN is a private solution, only accessible to paying customers. KSN is a security service in a public cloud environment, whereas KPSN is a network service in a private environment, implemented at the customer location. KPSN-SaaSForce remains a closed network, but hosted by SaaSForce in a data centre in the EU.

What are the benefits of KPSN-SaaSForce?

- Free full KPSN solution
- All information stays with the EU
- KPSN can not be accessed by third parties (including Kaspersky Lab)
- KPSN checks are not shared with Kaspersky Lab

The customer does not pay for hosting - Kaspersky Lab takes care of this. This approach allows customers to benefit from a proven cloud solution without worrying that information might be shared with Kaspersky Lab. A potentially interesting solution for resellers, which is unique in the cybersecurity world. This proposition can be used defensively, helping convince customers who have doubts about renewing their licenses, as well as for acquisition purposes, attracting new customers who will value a reputation database that is fully managed within the EU by an independent party. This offers resellers a unique possibility to differentiate from resellers put forward by our competitors.

What role does SaaSForce play?

Through the SaaSForce platform, Kaspersky Lab provides KPSN to organizations that manage Kaspersky software with the Kaspersky Security Center. This is done free of charge. Cloud services provider SaaSForce facilitates, manages and maintains the Kaspersky Private Security Network and provides first-line support to resellers. Thanks to Kaspersky Lab, this service is offered free of charge.

Why did Kaspersky Lab specifically choose SaaSForce?

SaaSForce is a leading organization with 10 years of experience in offering SaaS and cloud-based solutions with a focus on cybersecurity. In addition, the company is based in the Benelux with offices in the Netherlands and Belgium. The collaboration with Kaspersky results in a flexible, trustworthy organization that can

act directly and locally implement this solution, in the local language, through our Benelux resellers. SaaSForce also offers us certainty that data will remain within the EU and is therefore covered by EU privacy legislation.

Who can make use of KPSN-SaaSForce?

Kaspersky Lab provides KPSN free of charge to organizations that manage Kaspersky software with Kaspersky Security Center. This offer applies exclusively to business organizations in Belgium, the Netherlands and Luxembourg, and is open to existing as well as new customers.

When will KPSN-SaaSForce be available?

First, there will be a short test period with selected customers, to analyse workflow and technical issues and, where necessary, make adjustments. Kaspersky Lab should be making the service available to business organizations interested in KPSN via SaaSForce in early August 2018.

A customer or prospect is interested in the KPSN-SaaSForce solution. How to proceed?

Customers can sign up for the KPSN-SaaSForce solution in several ways:

- Customers can register directly with https://go.kaspersky.com/BNL--KPSN_Saasforce_ENG.html
- A customer can sign up with a reseller, who can then register the customer via the above link

Following this, Kaspersky Lab Benelux checks its systems to find out whether the customer is registered and has a valid commercial license. Further checks are made to verify whether the reseller indicated at registration matches the customer data in our system. Kaspersky Lab Benelux will then contact the reseller to continue the process.

Once Kaspersky Lab Benelux has validated the application, we will send the certificate for this customer to SaaSForce with the reseller details. SaaSForce processes this with the reseller. The reseller resolves this with the customer.

SaaSForce has no contact with customers - only with resellers.

In the case of an MSP partner, the certificate will bear the name of the MSP. This certificate is valid for all customers of this MSP partner.

The conditions:

- Only customers who have obtained a commercial license through Kaspersky Lab Benelux, which is still valid (not expired), are eligible.
- Available for all endpoints and servers managed through the Kaspersky Security Center

Does this Benelux offer have to do with the recent Dutch government decision to phase out Kaspersky Lab anti-virus software?

Last year, Kaspersky Lab launched the so-called Global Transparency Initiative. Part of this announcement concerns relocation of core activities from Russia to Switzerland. This covers, for example, storage and processing of customer data and software assembly. Kaspersky Lab will provide customers with software source codes from Zurich. The aim of these initiatives is to offer customers with complete transparency around Kaspersky's activities to make the digital world safer. Trust is essential to digital security. Kaspersky Lab realizes that trust needs to be invested in continuously. We now also do this in the Benelux by offering free KPSN on an independent platform.

Is this KPSN-SaaSForce announcement in line with the Global Transparency Initiative?

One could say that the Benelux countries are acting in anticipation of the head office's announcement to move core activities to Switzerland. However, this Benelux offering has a direct impact on security services provided to companies. Where GTI initiatives are often focused on Kaspersky Lab's so-called back-office activities, Benelux customers already benefit from this unique service in a free-of-charge hosted network environment - within the EU - for optimal protection of their own network.

Does the KPSN-SaaSForce solution comply with GDPR legislation?

KPSN via SaaSForce is fully compliant with the European privacy laws and regulations that came into effect on May 25, 2018.

Does this mean that the current Kaspersky Security Network (KSN) is not compliant with privacy legislation?

The KSN and KPSN offerings that do not include hosting on the SaaSForce platform are also fully compliant with GDPR legislation. However, many organizations appreciate the fact that data is retained within the EU with

the SaaSForce option. Where global cybersecurity providers also distribute data outside the EU, Kaspersky Lab chooses to provide customers in the Benelux with an extensive reputation database without their data leaving the EU. Kaspersky Lab realizes like no other that it is vital to constantly invest in customer trust. Gaining this trust is not self-evident – it has to be earned. Privacy and transparency around this are strategic starting points for all Kaspersky Lab activities and development aimed at make the digital world safer. The new Benelux proposition has been developed with this in mind.