

Gen Threat Labs Calls it "The Year the Internet Outgrows Human Intuition"

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TEMPE, Ariz., and PRAGUE, Dec. 9, 2025 /PRNewswire/ -- Gen (NASDAQ: GEN), a global leader dedicated to powering Digital Freedom through its family of Cyber Safety brands, today unveiled its 2026 Cybersecurity Predictions, forecasting a year defined by blurred realities, synthetic identities, emotional manipulation at scale, and a browser environment that becomes the primary battleground for everyday digital life.

According to Gen Threat Labs, 2026 marks the moment when the internet will evolve faster than human intuition can keep up. AI will not simply accelerate digital experiences - it will reshape trust, how we view identity, and truth itself. What was once fringe becomes normal. What was once obvious becomes ambiguous. And what once relied on human instinct will demand verification, skepticism, and new digital reflexes that most people have never been taught.

"Cybercriminals are no longer adapting to technology - they're directing it," said Siggi Stefnisson, Cyber Safety CTO at Gen. "From identity to emotion to the browser itself, every corner of the internet is becoming a contested space. Our goal is to prepare people for the reality ahead and empower them with the habits and tools that can keep them safe."

Gen's 2026 predictions outline five seismic shifts reshaping digital life:

To learn more about Gen's 2026 Predictions, read the [2026 Predictions Blog](#).

About Gen

Gen (NASDAQ: GEN) is a global company dedicated to powering Digital Freedom through its trusted consumer brands including Norton, Avast, LifeLock, MoneyLion and more. The Gen family of consumer brands is rooted in providing financial empowerment and cyber safety for the first digital generations. Today, Gen empowers people to live their digital lives safely, privately and confidently for generations to come. Gen brings award-winning products and services in cybersecurity, online privacy, identity protection and financial wellness to millions of people in more than 150 countries. Learn more at [GenDigital.com](#).

About the Gen Threat Labs

Gen Threat Labs is the Cyber Safety research team within Gen, focused on uncovering and analyzing the latest digital threats and scams worldwide. Rooted in data, research, and technical expertise, the team identifies patterns and risks that shape the evolving cyber landscape. Their insights power the security technologies that protect people across Gen's portfolio of trusted brands, including Norton, Avast, LifeLock, and others.

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