

Is free antivirus worth it?



Do you need to pay for Antivirus protection?
After all there's plenty of free stuff about.
But is it any good?

BullGuard®

A lot of people think that a piece of free Antivirus will give you the protection you need online, but what are the downsides?

Myth	Reality	Effect
Free antivirus is getting better	It is improving but even Windows Defender which comes free with Windows 8.1 and Windows 10 only rates as mediocre in antivirus test charts.	Many free programs have poor malware catch rates that won't deliver the protection you need.
Free antivirus works	Antivirus is only part of the security you need. In addition to antivirus you'll also need to find free anti-spyware and a free firewall.	Partial protection leaves too many opportunities for your personal and financial data to be compromised.
Everything you need to stay safe online is freely available	All the free bits need to be managed and updated regularly. You will also need to sort out the software conflicts which invariably arise. This is easier said than done in most cases.	Juggling unrelated free programs that don't play nicely with each other is time consuming and the hassle of uninstalling the offending programs and finding a new one to replace it is one job you could do without!
Free Antivirus is nice and easy, it's part of the 'Free' culture of the Internet	Free antivirus earns money for its makers somehow – either with annoying adverts or by collecting your personal data.	Free rarely means free, there's often a price to pay, you just may not know what it is until you're using it.

Summary

Free antivirus can be useful if you're prepared to accept a level of risk and also manage the application. But as online threats increase in number and severity, paid for Antivirus is the only way you can stay safe online. It has significant and important features that free antivirus doesn't deliver. With every BullGuard product, you can feel safe in the knowledge that it comes with a superior level of protection;

- Layered behavioural and signature-based protection provides tough defences against both traditional and new, zero-day threats.
- Includes protection against spyware and also comes with a firewall.
- It can also be used across many devices and updates automatically so you don't have to manage it yourself.
- It includes additional features such as parental controls and tools for maintenance, backup and recovery that can help you restore your computer in the event of a disaster.
- Performance tools, such as PC Tuneup, also ensure your computer runs at top performance levels.
- Importantly, paid for protection also comes with customer service and technical support that you can call on whenever you need it.

Award winning Antivirus is at the core of all our products:

BullGuard Antivirus

BullGuard Internet Security

BullGuard Premium Protection

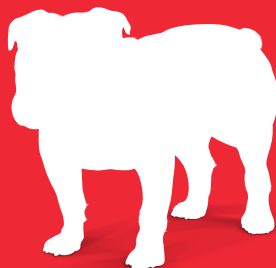


Unbeatable protection, unbeatable value

Our comprehensive range of award-winning products meets all the needs of home users. Simple to use, fast and lightweight, BullGuard offers the best in everything from malware catch rate to effective and discreet parental controls.

Choose the BullGuard protection that's right for you

	Antivirus	Internet Security	Premium Protection
Blocks all online threats including malware, spyware, ransomware and phishing	✓	✓	✓
Complete protection when gaming – without interruptions	✓	✓	✓
FREE 24/7 support	✓	✓	✓
Robust firewall delivers an extra layer of protection		✓	✓
Keeps your PC clean and optimizes CPU performance		✓	✓
Powerful and discrete parental controls help keep your children safe		✓	✓
Keeps your important stuff safe with encrypted, cloud-based back-up		✓	✓
Secures multiple PCs, Macs and Android devices with a single subscription	1 PC	3 devices	10 devices
24/7 monitoring of your home network			✓
Safeguards your identity by continually monitoring the web			✓



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