



AI Apps and Agents Are Taking Off. Gen Can Help People Understand What Happens to Their Data.

2026-09-25

Gen data shows nearly 1/3 of people use AI apps and agents, as the company expands its Agent Trust Hub with the new AI Data Checker

MOUNTAIN VIEW, Calif., Sept. 25, 2026 /PRNewswire/ -- AI is moving beyond answering questions. Increasingly, people are asking AI to act on their behalf, from researching purchases and planning trips to managing everyday tasks and handling their finances. New telemetry from Gen (NASDAQ: GEN) shows just how quickly that shift is happening, with nearly one in three desktop users now interacting with agentic AI services.

Today, Gen is responding to that shift with the beta launch of [AI Data Checker](#), developed by the Gen AI Foundry, the company's hub for emerging AI innovation. The latest tool from its Agent Trust Hub, AI Data Checker is designed to make it easier for people to understand how popular AI apps and agents handle their data.

As AI becomes more capable, people are also being asked to place more trust in it. Agents are increasingly accessing personal information, preferences, browsing activity, or other data to complete tasks. Yet it is not always easy for people to understand what information an AI service collects, how that information may be used, or what choices they have.

Gen created the Agent Trust Hub (ATH) to close that gap, giving people greater visibility, understanding and control as they use AI assistants and agents. Since launching in February, the ATH has expanded to include VPN for Agents, the industry's first AI-native VPN purpose-built for autonomous agents, and Sage, the first consumer agentic security layer available through Norton AI Agent Protection in Norton 360.

With AI Data Checker, Gen is expanding that work from protecting how agents operate to helping people better understand the data relationship behind the AI tools they use.

Making AI privacy easier to understand

The AI Data Checker brings information about AI data practices into one place, helping people explore what different AI services may collect and how their information may be used.

People can simply enter their email or username, and the AI Data Checker will provide a list of connected AI apps and services the person uses. The tool also scans for non-AI accounts where you may have connected and potentially shared personal information. From there, people can see what information or data the service collects, whether information may be used to improve or train AI models, how long information may be retained, and what privacy controls are available.

Rather than expecting people to read lengthy privacy policies or become experts in AI data practices, the AI

Data Checker is intended to give them a clearer starting point.

"AI is becoming much more personal because we're asking it to do more for us," said Howie Xu, Chief AI & Innovation Officer at Gen. "That can be incredibly useful, but people should understand what they're giving an AI access to in return. The AI Data Checker is about making that easier to see, so people can make choices about the AI tools they use with more confidence."

From understanding AI to protecting people using it

Visibility is just one part of building trust in AI, but it needs to go hand-in-hand with protection. Gen's family of brands already offer a number of products that protect against AI scams and the dangers of agentic AI, including Norton Genie Scam Detector, Norton AI Agent Protection, Deepfake Detection in the Norton and Avast brands, and other products and features. That protection is expanding as people look for AI assistants they can trust with more of their digital lives. The new Norton Family Assistant, for example, is a private AI assistant, supported by Norton technology, that can handle tasks with your permission and manage your digital life.

Gen also offers those who are interested to sign up for early access to upcoming products and services designed to address some of the emerging concerns as people increasingly rely on AI assistants and agents.

The AI Data Checker is available now at <https://ai.gendigital.com/> where you can also sign up for early access to Gen's tools designed to help people live fearlessly in the AI world.

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 Gen AI Foundry

Rooted in Gen's commitment to safety and transparency, the Gen AI Foundry is the engine behind its most recent AI innovations, from AI-powered security experiences to autonomous financial helpers and identity agents. It also serves as the place where core trust infrastructure is developed and operationalized, including the Agent Trust Hub, extending protection across the agent lifecycle from verification to execution. Here, Gen's AI strategy becomes real through visible ventures, prototypes, working products, partnerships and an open ecosystem designed to shape and secure the AI era with and for both people and agents.

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