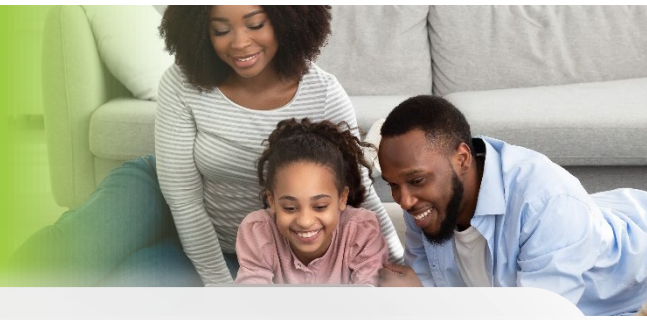
MetLife · AURA
Identity & Fraud Protection

WILLIAMS-SONOMA, INC.

Child Online Safety

Keep your most important assets safe and monitor their mental wellbeing



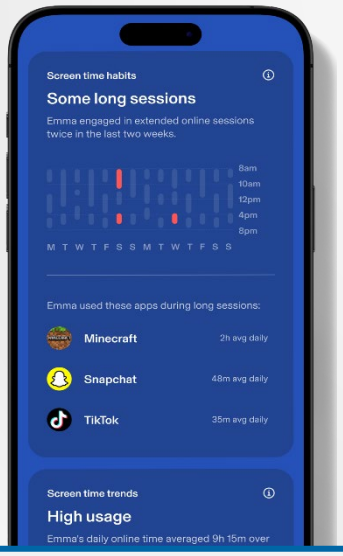
In today's digital world, families have growing concerns when it comes to their children's online behavior and its impact on their mental wellbeing.

Digital Parenting & Mental Health

Designed in partnership with child psychologists, parents and children, Aura's AI* powered tools provide you with a clearer picture of your child's digital behaviors—without compromising privacy.

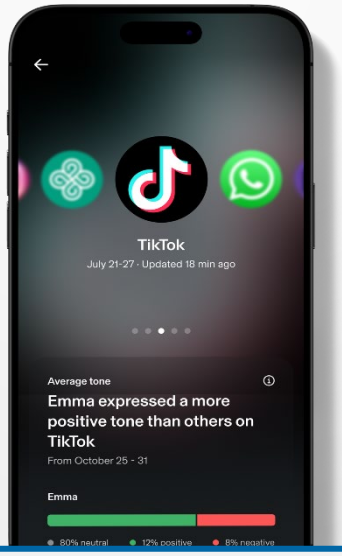
By analyzing language patterns, emotional expression and online interactions across apps, platforms and websites, Aura detects signs of stress, procrastination or mood shifts, and offers you personalized insights and recommendations to support your child's digital wellbeing.

Scan to learn more about Digital Parenting & Mental Health



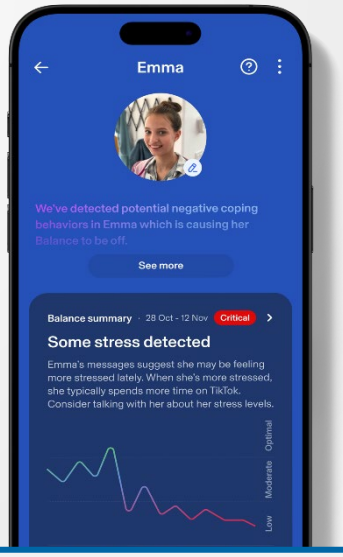
Trends & Patterns

Provides you with a personalized view of trends—and shifts—in your child's online routines, social interactions and device usage patterns to help spot meaningful changes in their well-being.



Social Interactions

Provides visibility into your child's social connections and engagement style. Offers insights about their unique social persona based on their social patterns and how they compare to other kids.



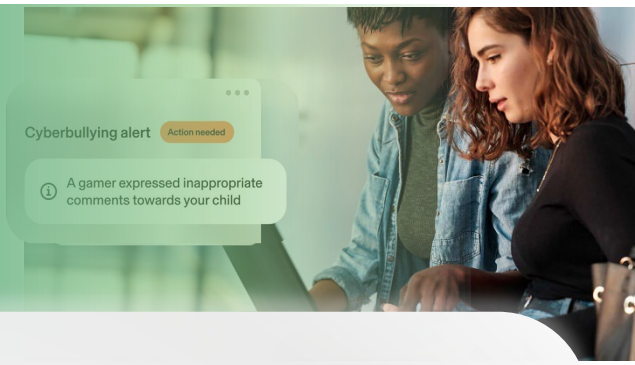
Personalized Insights

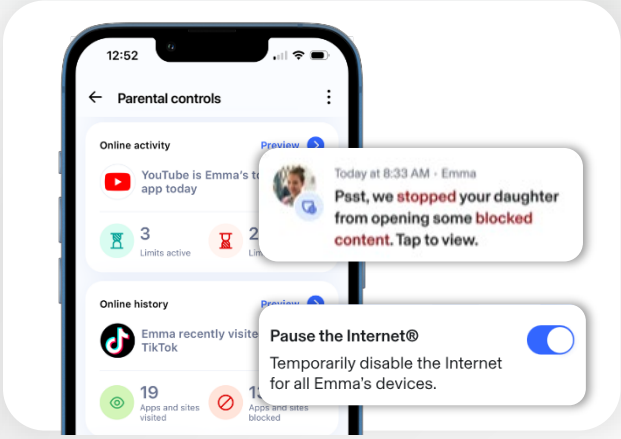
Helps you support your child's digital well-being with personalized insights based on their online activity and unique social persona, including tips, recommendations, and even conversation starters.

MetLife · AURA

Identity & Fraud Protection

Customizable, easy-to-use child online safety features





Parental Controls

Monitor and manage your child's online activity. Set time limits, create customizable schedules, apply age-appropriate content filters to restrict access to certain apps and websites, and more – all from the Aura mobile app.

Child Identity Protection

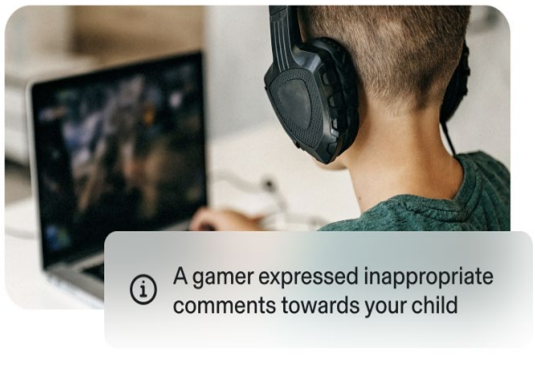
With SSN monitoring, 3-bureau child credit freeze and more, Aura helps safeguard your child's clean credit and personal information to stop fraudsters from opening accounts using your child's identity.

Child Cyberbullying Protection

Allows you to monitor your child's linked social media accounts and receive alerts for phrases that may be linked to violence, harassment, intolerance, and other potentially harmful behavior.

Safe Gaming

With 24/7 in-game voice and text monitoring for hundreds of the most popular online PC games and gaming communication platforms, you'll receive alerts to help keep your child safe from online predators, toxic gaming behaviors and cyberbullying.



Have questions? Aura's customer service team is available 24/7/365. Call 1-844-931-2872.

Who can I cover with a family plan?

You can add unlimited dependent minors (under 18) to your family plan. Only you, the primary member, will have visibility of your children's information and receive alerts on their behalf.

You can also add up to 10 additional adult loved ones to your family plan. There are no restrictions on the definition of adult "family member", irrespective of their relationship, where they live, their age, or whether they depend on you financially. Each adult member gets their own private, full-feature Aura account.

What happens when my child turns 18 years old?

When your child turns 18, they will be removed from your Parental Control and their personal information will be deleted. You can then invite them to join your family plan as an adult. They will receive their own private Aura account.

What are some of the key Parental Control features?

- **Content Blocking & Filtering:** Customize which apps, websites and content your kids can view online.
- **Screen Time Limits & Schedules:** Set daily time limits or limits for specific apps, sites and content. Create customizable schedules with set times when internet access is restricted.
- **Activity History:** View all the apps and websites your kids have accessed or were blocked from accessing.
- **Pause the Internet:** Easily pause & un-pause internet access on your child's device with just a tap, like when it's time for dinner or homework.
- **Safe Search:** Filters out explicit content from search results on Google, Bing, DuckDuckGo, and YouTube.

What devices do Parental Controls work on?

Parental Controls features work on Apple iPhones and iPads (iOS 15.1 or later) and Android devices (Android 10.0 or later).

Why is monitoring my child's SSN important?

Scammers can get a hold of your child's SSN and then fraudulently utilize their information for their own personal gain. That is why Aura scans the dark web, public records, and more and alerts you if your child's information is found. Additionally, we've made it easier for you to submit a credit freeze for your child across Equifax, Experian, and Transunion so their clean credit file remains that way.

What does the Child Mental Health functionality do?

Aura tracks and analyzes patterns of your child's digital behavior, social connections, sentiment and language over time to establish a personalized baseline of their digital wellbeing. Aura's AI* spots meaningful shifts in your child's online behavior, informing you and offering personalized insights and recommendations to support your child's wellbeing.

How does Aura incorporate expert advice to deliver the child mental health focused features?

Aura's Chief Medical Officer Dr. Scott Kollins, a licensed clinical psychologist and digital health veteran, leads a team of child psychology experts. Dr. Kollins and his team are deeply involved in developing Aura's next-gen youth mental health focused tools.

Aura's in-house team works alongside members of the Digital Parenthood Coalition, including Boston Children's Hospital, American Academy of Pediatrics Center of Excellence on Social Media and Youth Mental Health, and Aura's Parent and Teen Research Panels to incorporate clinical expertise with real-world insight as they shape and refine each feature.

Do you offer any additional resources for parents navigating raising kids in the digital age?

Yes! Aura has created a Digital Parenthood Online Community; a free online forum designed to support and empower parents in today's digital world.

Visit www.digitalparenthood.com to explore educational content and other resources from highly respected organizations in education, mental health and technology.

Still have questions? Call Aura Customer Support anytime at 1-844-931-2872.

Aura is a product of Aura Sub, LLC. Aura Sub, LLC. is not affiliated with MetLife, and the services and benefits they provide are separate and apart from any MetLife product. No one can prevent all identity theft or monitor all transactions effectively.

*Users are responsible for making their own parental decisions. Aura's services are not intended to diagnose, treat, cure, or prevent any disease or medical condition. The services are for informational purposes and cannot replace the services of physicians or medical professionals. Always seek the advice of your physician or other qualified healthcare provider with any questions about medical conditions or treatment. Aura's services do not monitor for all content or a child's behavior in real time. Some alerts and/or insights are created using generative AI and may not be fully accurate, complete, or timely.

MetLife Consumer Services, Inc. | New York, NY 10166
© 2025 MetLife Services and Solutions, LLC

L4631538[exp0727][All States and][All Territories]