



HP WOLF SECURITY

PRINT SECURITY RESOURCE GUIDE

Marketing Communication 2022

Last Updated 11 May 2022



HP WOLF SECURITY

Introducing a new platform brand

HP Wolf Security



HP WOLF SECURITY



HP WOLF SECURITY

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PRINT SECURITY MARKETING COMMUNICATIONS

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HP WOLF SECURITY

CHANGE LOG

HP WOLF SECURITY		
Date	Summary of update	What was updated
11 May 2022	Removed Wolf IV campaign assets.	pp. 40-43 :Removed Wolf IV campaign assets due to talent rights expiration p. 58 : Updated contacts list

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HP WOLF SECURITY

HP WOLF SECURITY OVERVIEW





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PRINT SECURITY MARKETING COMMUNICATIONS

Guidelines and Assets

The Wolf over the last three years has been very successful in bringing awareness to endpoint security challenges and has provided a platform for us to highlight our leading security technologies, solutions and services. By establishing HP Wolf Security as a platform brand, our mission is to become the most trusted partner in endpoint cyber protection solutions through HW, SW and services and E2E across PC and Print.

At launch, activation activities will vary between PC and Print.



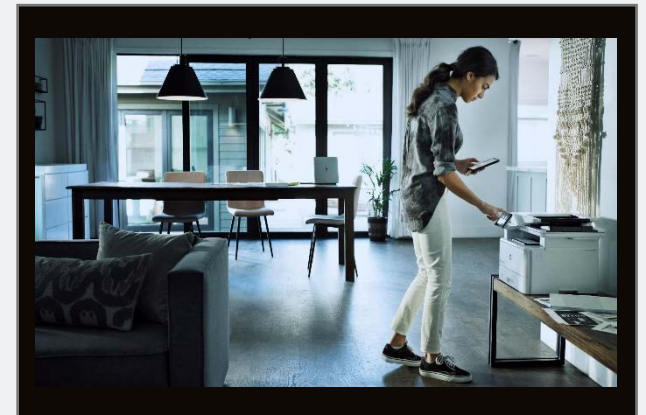
PAN-HP

HP Wolf Security is a platform **Brand**



PS

HP Wolf is a **Campaign**



PRINT

MPS Connected Workforce is a **campaign**



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ENDPOINT SECURITY IS MORE IMPORTANT THAN EVER



A remote workforce leads to
more vulnerabilities

400%

Increase in cybercrimes post Covid

FBI Aug, '20



Endpoints are a critical
component of security strategy

70%

Of successful breaches start with endpoint
devices



Endpoint malware breaches start
with a user click (email, web, chat...)

99%

Caused by a click from an end-user



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HP WOLF SECURITY

LAUNCHED MAY 12th

Introducing a [new platform brand](#) for HP:

[HP Wolf Security](#)

Created with the goal of establishing HP as the leader in endpoint security.

Built on over 20 years of security research and innovation, along with strategic acquisitions, HP Wolf Security unifies all of HP's endpoint security innovations under one banner

Spanning Print, PC, consumer, commercial and future ventures.



HP WOLF SECURITY

BRAND ELEMENTS





HP WOLF SECURITY

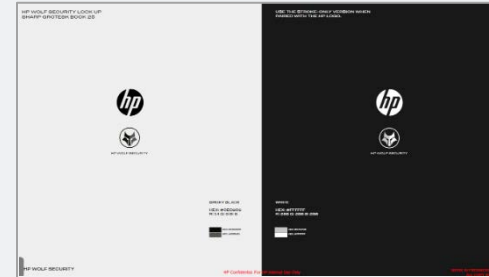
HP WOLF SECURITY BRAND BOOK

Download the complete brand book

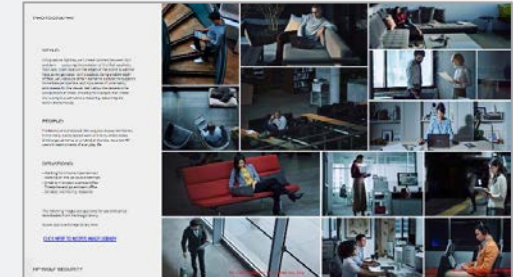
Contents include:

- Brand story + messaging
- Logos and implementation guidelines
- Visual identity and color palette
- Image catalog
- Photography & imagery guidelines
- Execution examples
- Content template (including a PowerPoint template to be leveraged when presenting on HP Wolf Security)

LOGO LOCK-UP



PHOTOGRAPHY



TEMPLATES



TYPOGRAPHY



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HP WOLF SECURITY

PRINT PHOTOGRAPHY (NON-FILM)



PERCOLATE
ADOBE DAM
ASSET HUB



PERCOLATE
ADOBE DAM
ASSET HUB



PERCOLATE
ADOBE DAM
ASSET HUB



PERCOLATE
ADOBE DAM
ASSET HUB



PERCOLATE
ADOBE DAM
ASSET HUB



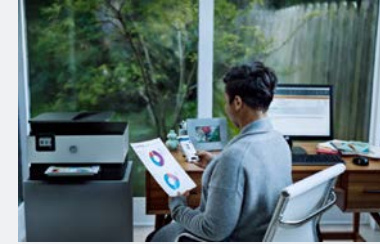
PERCOLATE
ADOBE DAM
ASSET HUB



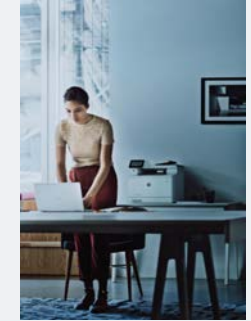
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ASSET HUB



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ADOBE DAM
ASSET HUB



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ADOBE DAM
ASSET HUB



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ADOBE DAM
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SERVICES PHOTOGRAPHY (NON-FILM)

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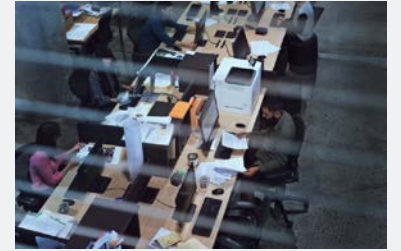
PERCOLATE
ADOBE DAM
ASSET HUB



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HP WOLF SECURITY

TEMPLATES

Brand Book available for download [here](#)

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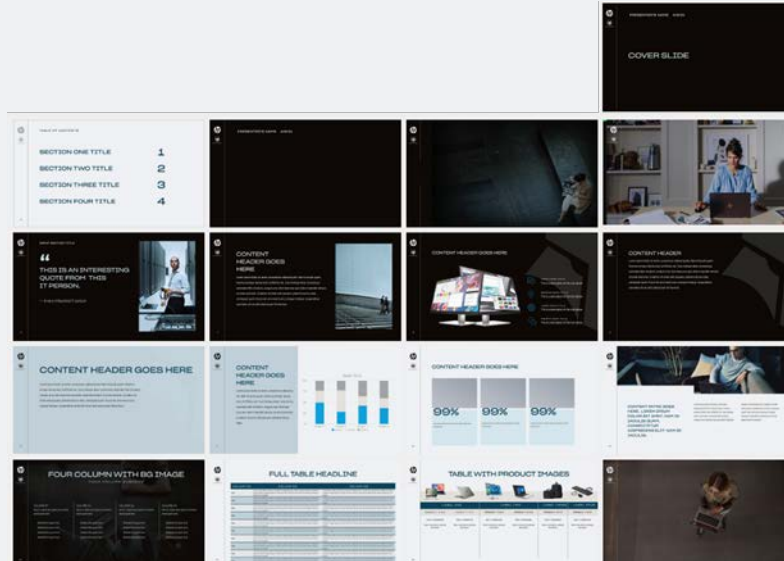
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PRESENTATION MATERIALS:

PowerPoint template in the Wolf brand style can be downloaded for use in your presentations.

WOLF PPT TEMPLATE:

[PERCOLATE](#)
[ASSET HUB](#)



TEMPLATES:

In most cases, standardized layout templates with built-in design and baseline grids are available for:

- Data sheet/info sheet
- Family data sheet
- Report/whitepaper
- Infographic

Download standardized templates [here](#).



HP WOLF SECURITY

LOGO

Brand Book Available for download [here](#)

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BRAND ELEMENTS

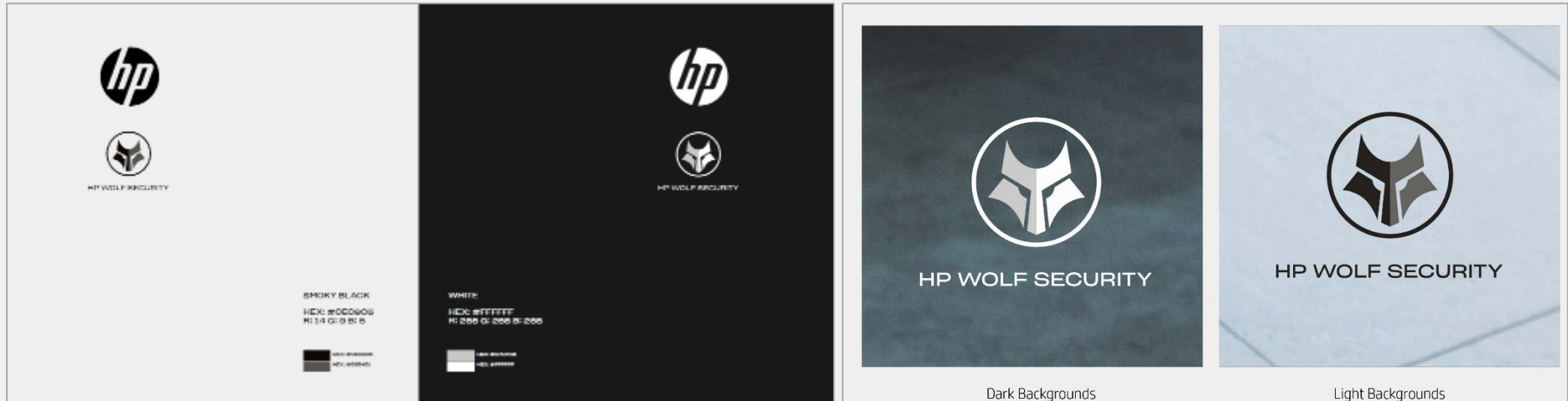
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Dark Backgrounds

Light Backgrounds



HP WOLF SECURITY

PAN-HP ARCHITECTURE

HP WOLF SECURITY			
	Consumer	SMB & Mid-market	Enterprise
BUILT-IN SECURITY	HP Wolf Security For Home (PS)	HP Wolf Security For Business (PS)	
	HP Wolf Essential Security (PRINT)	HP Wolf Pro Security (PRINT)	HP Wolf Enterprise Security (PRINT)
SECURITY SOFTWARE & SERVICES	HP Wolf Essential Security	HP Wolf Pro Security	HP Wolf Enterprise Security

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HP WOLF SECURITY

HP WOLF SECURITY FOR PRINT

HP WOLF SECURITY			
	HP Wolf <u>Essential</u> Security (Consumer) <i>Core protection for everyday needs</i>	HP Wolf <u>Pro</u> Security (SMB & Mid-Market) <i>Enhanced security for the growing business</i>	HP Wolf <u>Enterprise</u> Security (Enterprise) <i>HP's most advanced security with layered protection and resiliency</i>
BUILT-IN SECURITY	Secure Boot FW Code-Signing Validation Write-Protected Memory Automatic FW updates Unique Password / Device	Secure Boot FW Code-Signing Validation Write-Protected Memory Automatic FW updates Unique Password / Device Original HP Office cartridge security	HP Sure Start Run-time Intrusion Detection HP Connection Inspector Whitelisting Original HP Enterprise cartridge security
SECURITY SOFTWARE & SERVICES	<u>HP Wolf <i>Essential</i> Security Solution</u> Smart Security with HP+*	<u>HP Wolf <i>Pro</i> Security Solutions</u> HP Security Manager HP Secure Print (QR code release) Smart Security with HP+* <u>HP Wolf <i>Pro</i> Security Services</u> Print Security Sales Action Plan & Assessment tools	<u>HP Wolf <i>Enterprise</i> Security Solutions</u> HP Security Manager HP Advance HP Secure Print <u>HP Wolf <i>Enterprise</i> Security Services (dMPS)</u> HP Print Security Advisory Services HP Secure MPS HP Managed Print Cloud Services

* Note: Smart Security with HP+ only available on select HP OfficeJet Pro devices

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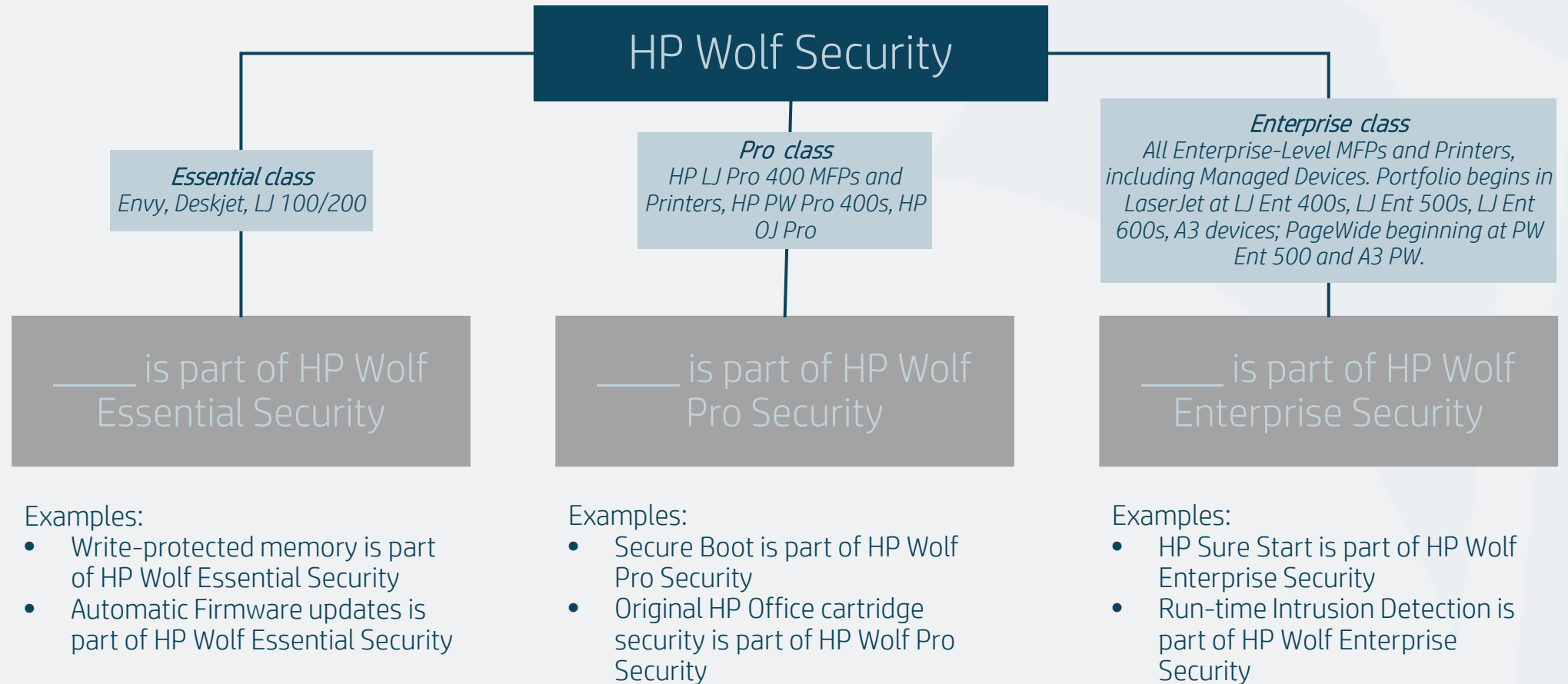
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FEATURE NAMING ARCHITECTURE

Used when referencing an included Security feature that ties specifically to a Product class



General Messaging guidance can be followed where the Security feature is commonly available across Product classes

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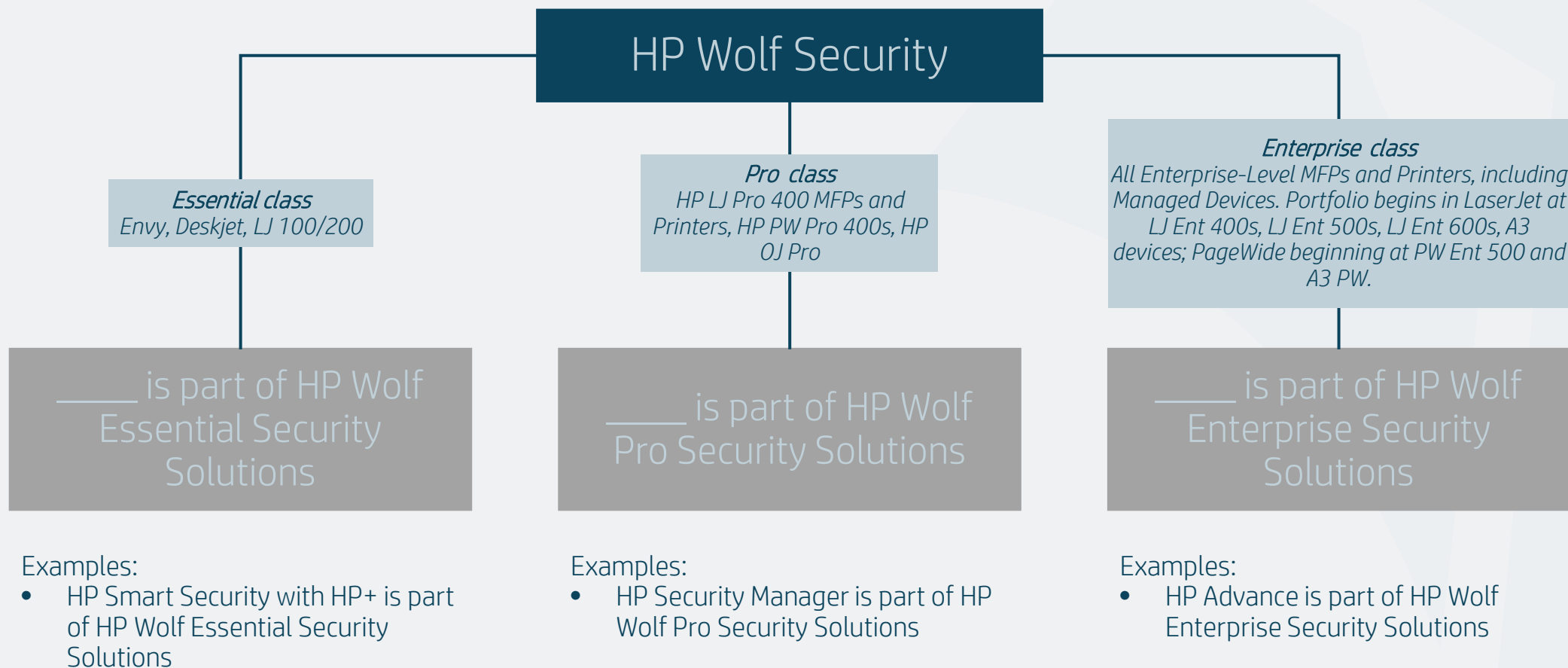
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SOLUTIONS NAMING ARCHITECTURE

Used when referencing a Security solution that ties specifically to a Product class



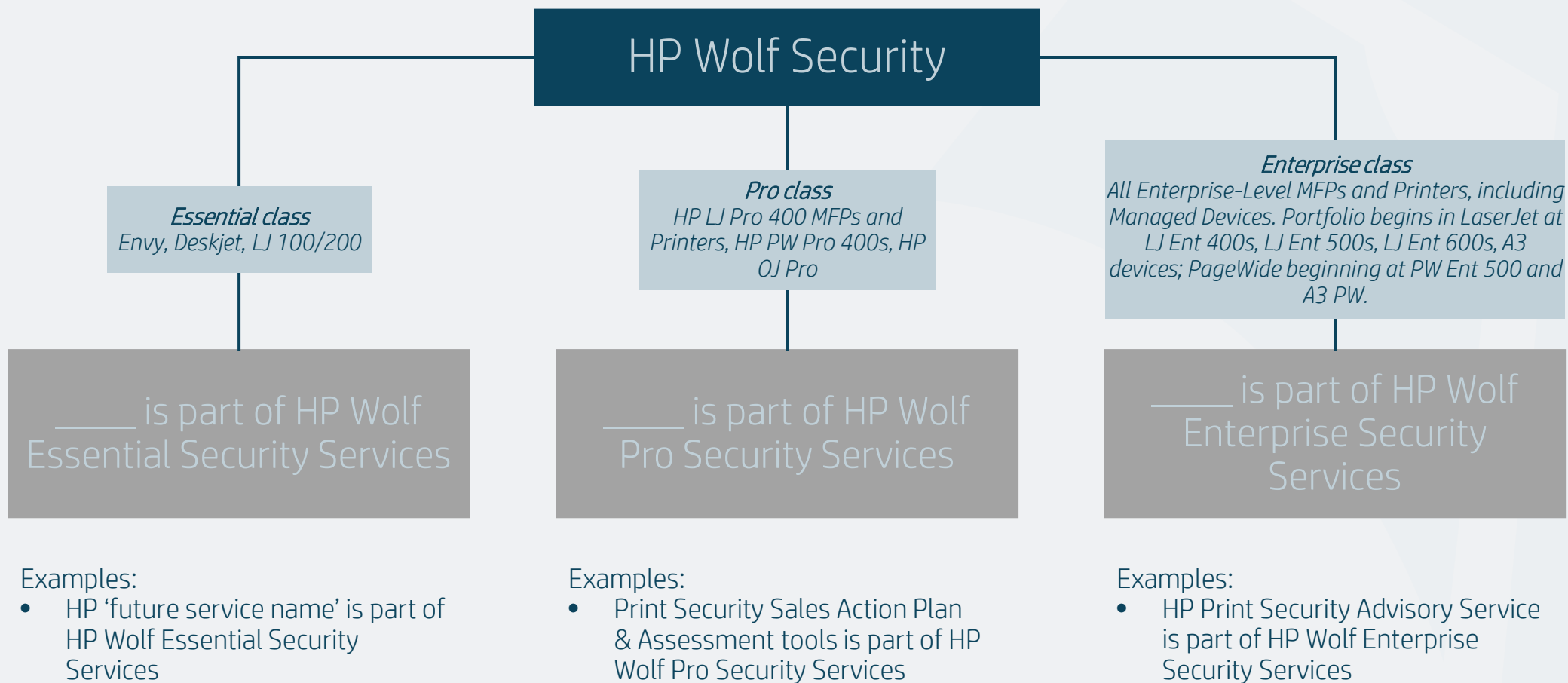
General Messaging guidance can be followed where the Security solution is commonly available across Product classes



HP WOLF SECURITY

SERVICES NAMING ARCHITECTURE

Used when referencing a Security service that ties specifically to a Product class



General Messaging guidance can be followed where the Security solution is commonly available across Product classes



HP WOLF SECURITY

COMMUNICATION STRATEGY





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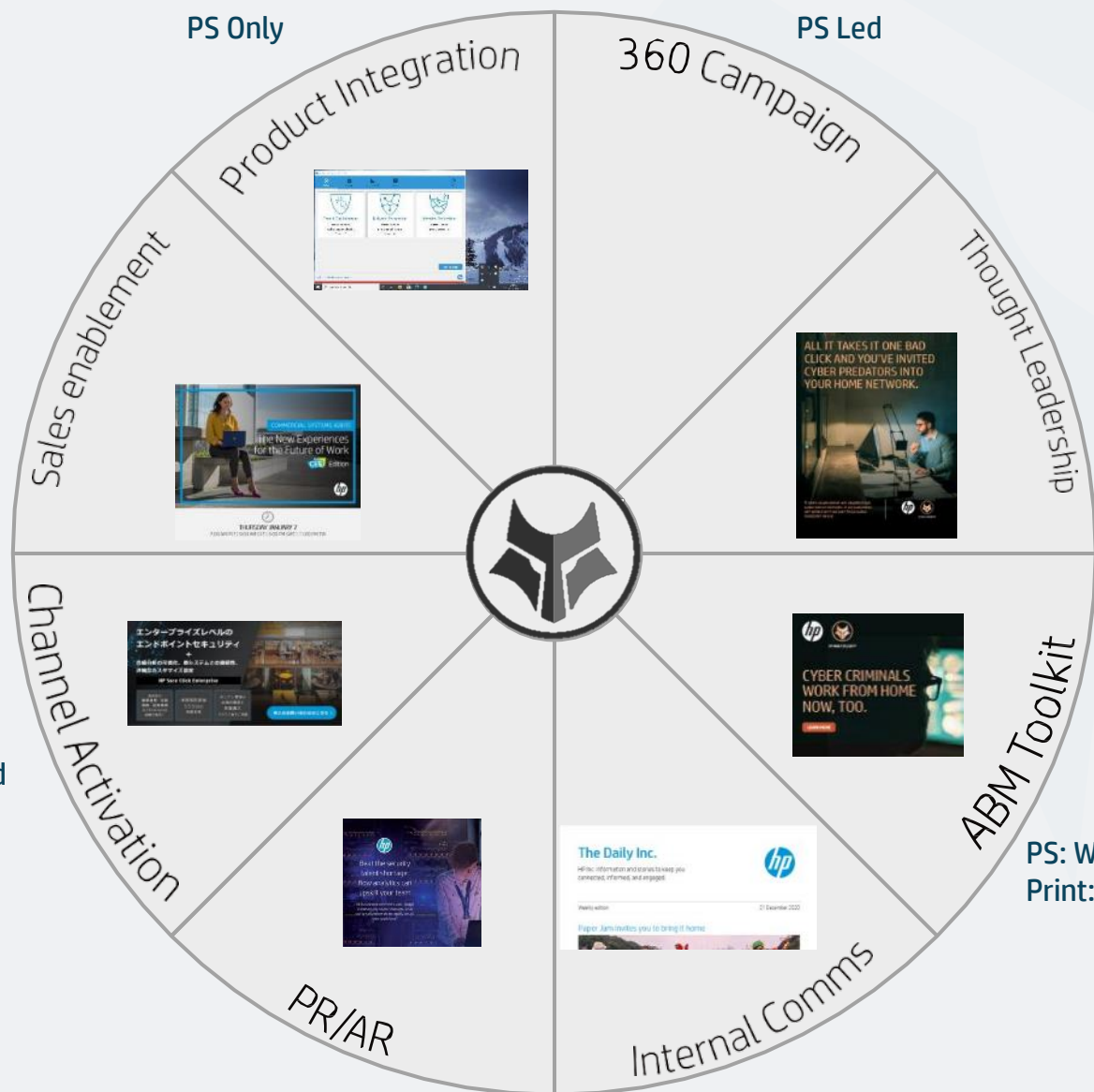
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BRAND PLATFORM LAUNCH

The rollout of HP Wolf Security brand extends across PS and Print; much more than a marketing campaign

hp.com/WolfSecurity

PS Led





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Platform

Vision

Mission

Value
Proposition

Audience

A NEW BREED OF ENDPOINT SECURITY

Be recognized as the world leaders in endpoint security

Become the most trusted partner in endpoint cyber protection solutions through HW, SW and Services across PC and Print to provide the most effective digital attack surface defense in the industry

HP Wolf Security equips users with unrivaled endpoint resiliency and protection. We deliver a new breed of endpoint security rooted in Zero Trust principles across hardware, software, and services.

Enterprise

SMB

The IT Leader
COO/CIO/CTO



The Security Lead
CISO



The Decision Maker
ITDM



The Decision Maker
IT Manager/Director



KEY RESPONSIBILITIES

- Accelerate digital transformation
- Safeguard corporate trust
- Grow the business amid changing conditions Build a culture where talent thrives

KEY RESPONSIBILITIES

- Lead development of overall cybersecurity strategy
- Address security gaps amid a changing workplace
- Build a positive, security-aware culture
- Strengthen cyber resiliency

KEY RESPONSIBILITIES

- Increase IT efficiency & performance
- Improve employee experiences
- Strengthen company security and employee privacy
- Address changing workplace requirements and pressures

KEY RESPONSIBILITIES

- Simplify tech selection processes
- Reduce employee downtime
- Strengthen security and close gaps
- Address changing workplace requirements

KEY ISSUES/CHALLENGES

- Market shifts
- Remote enablement
- Employee wellbeing
- Customer experience

KEY ISSUES/CHALLENGES

- Talent gap
- DevSecOps
- Mental health
- Employee wellbeing

KEY ISSUES/CHALLENGES

- The future of work
- Budgetary constraints
- Diverse end-user demands
- Evolving security threats

KEY ISSUES/CHALLENGES

- The future of work
- Budgetary constraints
- Growing security threats
- Diverse end-user demands

ROLE IN PROCESS

Hold business unit leaders accountable for strengthening security, offsetting risk to organization and individuals

ROLE IN PROCESS

Lead plans and strategy for cybersecurity; collaborate with security and IT leaders on best approach

ROLE IN PROCESS

Recommends suppliers, oversees strategy, decides which products and solutions are the best fit to purchase

ROLE IN PROCESS

Recommends suppliers, oversees strategy, decides which products and solutions are the best fit to purchase



HP WOLF SECURITY

PAN-HP FRAMEWORK

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VALUE PROP

◀ MESSAGING PILLAR
(area of focus)

HEADLINE

MESSAGE

A NEW BREED OF ENDPOINT SECURITY

HP Wolf Security is a new breed of endpoint security. Our portfolio of hardware-enforced security and endpoint-focused security services are designed to help organizations safeguard PCs, printers and people from circling cyber predators.

Cybercriminals are more sophisticated, organized, and determined than ever. They are increasingly exploiting vulnerabilities in the changing workplace, with their sights set on the ever-growing number of endpoints and IoT devices. As overstretched IT teams struggle to keep up, endpoint security has become increasingly critical as the first line of defense.

From the maker of the world's most secure PCs and Printers^{1, 2}, HP Wolf Security provides comprehensive endpoint protection and resiliency that starts at the hardware level and extends across software and services. We deliver a new breed of endpoint security, rooted in Zero Trust principles, that is continually evolving to help our customers stay ahead of modern threats.³

HP WOLF ESSENTIAL SECURITY
Core protection for everyday needs

HP WOLF PRO SECURITY
Enhanced security for the growing business

HP WOLF ENTERPRISE SECURITY
HP's most advanced security with layered protection and resiliency

Lay a secure foundation with hardware-powered protection

Safeguard your business with proactive protection against cyber threats

Stay ahead of evolving security threats while supporting hybrid work

HP Wolf Essential Security embeds protection into our printers at multiple levels, from firmware to BIOS, to help you defend against cyber threats. From secure boot to automatic firmware updates, we solve everyday security needs right out of the box.

HP Wolf Pro Security offers powerful hardware, software, and services that make it easier for IT teams to stay ahead of cyber predators. From automated security management to expert guidance, we help you defend your data and your business.

HP Wolf Enterprise Security enables smart, secure workflows that protect data and information both on and off company networks. From expert-led services to cloud-enabled workflows, we provide powerful resources that help you defend against and recover from cyber threats.

PC disclaimer (Non-Intel funded) 1. Based on HP's unique and comprehensive security capabilities at no additional cost among vendors on HP Elite PCs with Windows and 8th Gen and higher Intel® processors or AMD Ryzen™ 4000 processors and higher; HP ProDesk 600 G6 with Intel® 10th Gen and higher processors; and HP ProBook 600 with AMD Ryzen™ 4000 or Intel® 11th Gen processors and higher.

PC disclaimer (Intel Funded) 1. Based on HP's unique and comprehensive security capabilities at no additional cost among vendors on HP Elite PCs with Windows and 8th Gen and higher Intel® processors; HP ProDesk 600 G6 with Intel® 10th Gen and higher processors; and HP ProBook 600 G8 with Intel® 11th Gen processors and higher.

Print disclaimer

2. HP's most advanced embedded security features are available on HP Managed and Enterprise devices with HP FutureSmart firmware 4.5 or above. Claim based on HP review of 2021 published features of competitive in-class printers. Only HP offers a combination of security features to automatically detect, stop, and recover from attacks with a self-healing reboot, in alignment with NIST SP 800-193 guidelines for device cyber resiliency. For a list of compatible products, visit hp.com/go/PrintersThatProtect. For more information, visit hp.com/go/PrinterSecurityClaims.

3. HP Security is now HP Wolf Security. Security features vary by platform, please see product data sheet for details



HP WOLF SECURITY

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HP WOLF ESSENTIAL SECURITY

HP WOLF PRO SECURITY

HP WOLF ENTERPRISE SECURITY

Core protection for everyday needs

Enhanced security for the growing business

HP's most advanced security with layered
protection and resiliency

Alt: Protection for your everyday printing

Alt:: Defend your growing business

Alt: HP Wolf Security. Always on guard.

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HP WOLF SECURITY

MESSAGING





HP WOLF SECURITY

PAN-HP NARRATIVE

Download [link](#)

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MESSAGING FRAMEWORK

Full launch narrative available [here](#)

Definition	HP Wolf Security is a new breed of endpoint security. Our portfolio of hardware-enforced security and endpoint-focused security services are designed to help organizations safeguard PCs, printers and people from circling cyber predators.	
Problem Statement	Cybercriminals are more sophisticated, organized, and determined than ever. They are increasingly exploiting vulnerabilities in the changing workplace, with their sites set on the ever-growing number of endpoints and IoT devices. As overstretched IT teams struggle to keep up, endpoint security has become increasingly critical as the first line of defense.	
Value Proposition	From the maker of the world's most secure PCs and Printers ^{1, 2} , HP Wolf Security provides comprehensive endpoint protection and resiliency that starts at the hardware level and extends across software and services. We deliver a new breed of endpoint security, rooted in Zero Trust principles, that is continually evolving to help our customers stay ahead of modern threats. ⁴	
Business and Technology Story	BUSINESS ELEVATOR PITCH <i>Companies face a growing dilemma: how do we build the distributed, hybrid workforce of the future, without exposing our enterprise to unprecedented levels of cyber risk? As the cyber world constantly transforms and evolves, so must cybersecurity. Security is not a destination; it's a journey. We must be constantly flexible, proactive, and reactive to be resilient.</i> <i>This is where HP Wolf Security comes in to help. Built on over 20 years of security research and innovation from the Security Lab at HP Labs, along with strategic acquisitions, HP Wolf Security unifies all of HP's endpoint security innovations to deliver comprehensive cyber-resiliency. Rooted in Zero Trust principles, HP Wolf Security helps customers to stay ahead of evolving modern threats, by protecting against both known and unknown threats, even from Zero Days. By starting at the hardware level and extending across software and services, HP Wolf Security will change how people buy, deploy and use endpoint security. It will help reduce the ever-growing pressure on IT teams and allow their users and customers to work more safely from wherever they choose.</i>	TECHNOLOGY ELEVATOR PITCH <i>Cybercriminals are increasingly exploiting vulnerabilities in the changing workplace and digital transformation is widening the attack surface. Overstretched IT teams are struggling to keep up. Endpoint security is more vital than ever as the first line of defense. Helping our customers safely navigate this dynamic ecosystem is what drives us at HP.</i> <i>Rooted in Zero Trust principles, HP Wolf Security enhances layered security defenses and enables seamless integrations with the wider security stack, by combining hardware-enforced software and security features with industry-leading endpoint security services.³</i> <i>From self-healing firmware and in-memory breach detection, to threat containment via isolation, HP Wolf Security reduces the addressable attack surface, enables remote recovery from firmware attacks, and delivers protection against known and unknown threats. Customers benefit from robust, built-in protection from the BIOS to the browser and cloud-based intelligence enhances threat data collection turning a traditional weakness – the endpoint – into an intelligence gathering strength.</i> <i>HP Wolf Security is here to help users and customers.</i>

TALKING POINTS

1. HP Wolf Security is here to help IT and security teams – HP Wolf Security's overriding message is that we are here to help. HP Wolf Security helps reduce the ever-growing pressure on IT and security teams as they navigate unprecedented levels of cyber risk, so that their users and customers can work more safely, from wherever that may be.
2. HP Wolf Security is a new breed of endpoint security⁴, rooted in Zero Trust principles, that helps customers to stay ahead of modern threats – From the maker of the world's most secure PCs and Printers^{1, 2}, HP Wolf Security provides comprehensive endpoint protection and resiliency that starts at the hardware level and extends across software and services.
3. As the cyber world constantly transforms and evolves, so must cybersecurity – A more digital world doesn't have to mean a more vulnerable world. Security is not a destination; it's a journey. We must be constantly flexible, proactive, and reactive to be resilient and to protect against evolving threats.
4. Endpoint security is more vital than ever as the first line of defense – Cybercriminals are more sophisticated, organized, and determined than ever. They are increasingly exploiting vulnerabilities in the changing workplace and targeting the ever-growing number of endpoints and IoT devices. Against this backdrop, endpoint security is more vital than ever as the first line of defense.
5. HP Wolf Security is built on over 20 years of investment in research and innovation – Built on years of security research and innovation from the Security Lab at HP Labs, along with strategic acquisitions, HP Wolf Security unifies all of HP's endpoint security into one formidable force. It is our continual investment in research and innovation and commitment to driving standards and raising the bar in endpoint security that sets HP apart, and how we strive to help customers to stay ahead of evolving modern threats.
6. HP Wolf Security hardens layered defences to protect the business at large – HP Wolf Security provides enhanced protection, privacy and threat intelligence, gathering data at the endpoint to help protect the wider business. Starting at the hardware level and extending across software and services, HP Wolf Security helps organizations to defend themselves against both known and unknown threats – even from Zero Days.
7. The future of endpoint security will be secure-by-design – The leading technology of the future will be secure-by-design and intelligent enough to not simply detect threats, but to contain and mitigate their impact, and to recover quickly in the event of a breach, which could happen at any time to any one of us.



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HP WOLF ENTERPRISE SECURITY MESSAGING

PERCOLATE
MARKETING HUB

Headline		Messaging
VP	HP's most advanced print security with layered protection and resiliency ¹	<p>SHORT Defend your network with layer after layer of hardened security atop the world's most secure printers.¹</p> <p>MED Hybrid work has created more targets for increasingly sophisticated cyber-attacks. Fiercely defend your network with layer after layer of cyber-resilience atop the world's most secure printers¹—thwarting threats without burdening IT.</p> <p>LONG Hybrid work has created more targets for increasingly sophisticated cyber-attacks. As more people use cloud services to work outside the office, IT needs help from credentialed cybersecurity specialists who will be vigilant on their behalf. HP Wolf Enterprise Security fiercely defends your network and reputation with layer after layer of hardened security atop the world's most secure printers¹—thwarting and automatically recovering from attacks without burdening busy IT teams.</p>
KSP1	Stay one step ahead of evolving threats	Print security can be complicated. Let credentialed cybersecurity professionals take the burden off IT with services designed for the changing needs of work—wherever it happens. HP Wolf Security experts can help you make a plan or handle it all for you.
KSP2	Bring clarity to compliance	Make compliance less complicated. Strengthen your security posture and make it consistent across your entire fleet of devices with HP Security Manager, which lets you monitor, manage, and automatically restore critical settings that make maintaining compliance simple.
KSP3	Securely transform your workflows	Unleash your business' potential by taking your digital processes into the cloud with confidence. Simplify workflows while maintaining the security hybrid workers need to collaborate freely. Authentication, job accounting, and pull-print solutions make it easy to maintain security while letting people work their way.
KSP4	Count on the world's most secure printers ¹	Securing hybrid work demands ongoing, proactive validation of endpoint devices—anything less doesn't add up. Count on fortified printers designed to “never trust, always verify” with industry-leading security ¹ that automatically heals from attacks without bothering overstretched IT teams.

Legal disclaimers (must be used verbatim): See disclaimer section



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HP WOLF PRO SECURITY MESSAGING

PERCOLATE
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Headline		Messaging
VP	Proactive protection for your growing business	<p>SHORT Guard your business with strong security that makes it easy to stay ahead of cyber-threats without slowing down your team.</p> <p>MED Hybrid work has created more easy targets for a malware attack. Guard your network and your business with strong security that makes it easy to stay ahead of cyber-threats without slowing down your team.</p> <p>LONG Hybrid work has created more targets for a malware attack. As more people use cloud services to work outside the office, businesses need devices to protect themselves. HP Wolf Pro Security guards your network and your business with strong protection that's vigilant for you—so it's easy to stay ahead of cyber-threats without slowing down your team.</p>
KSP1	Stay one step ahead of evolving threats	Print security can be complicated. HP Security Manager makes it simple to take device management off your to-do list and protect at-risk printers by automating fixes, establishing policies, and maintaining ongoing compliance.
KSP2	Strengthen your cloud connections	Reach the cloud from solid ground. Help reinforce your connections to the solutions that keep your business moving by continuously monitoring print security settings, using cloud-based HP+ Smart Security.
KSP3	Rely on the experts	You have more important things to do. With Print Security Action Plan and Assessment Tools, credentialed cybersecurity experts can assess your situation at your site or remotely, then guide you into a more secure posture with support for setup and ongoing maintenance.
KSP4	Stop attacks and free up resources	Securing hybrid work demands continuous, proactive validation of endpoint devices—anything less is a recipe for danger. Count on printers designed to “never trust, always verify” with strong security that stops attacks and frees up your business to focus precious resources elsewhere.



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HP WOLF ESSENTIAL SECURITY MESSAGING

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Headline		Messaging
VP	Core protection for everyday needs	<p>SHORT Safeguard your documents and memories right out of the box with critical protection against cyber-threats.</p> <p>MED Vulnerable printers make easy targets for a malware attack. Safeguard your documents and memories right out of the box with critical protection against evolving cyber-threats.</p> <p>LONG Vulnerable printers make easy targets for a malware attack. Safeguard your documents and memories right out of the box with critical protection against evolving cyber-threats. HP Wolf Essential Security helps you print without worries, thanks to fundamental defenses built into the printer's DNA and intelligent solutions to help keep your information safe.</p>
KSP1	Secure out of the box	Security starts right away. Count on protection that's built into the printer's DNA, including Secure Boot, password protection, code validation, automatic firmware updates, and more features focused on fortifying critical components.
KSP2	Security you don't have to think about	Don't give cybersecurity threats a second thought. Detect and quickly recover from malware attacks as soon as they're discovered, ¹ using Smart Security with HP+. ¹
KSP3	Print, scan, and share without worries	Accomplish more wherever life takes you. Easily print photos, scan documents, check levels, and set up your printer from the HP Smart mobile app.

Legal disclaimer (must be used verbatim): 1. Only available on select HP Officejet Pro devices.



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ENTERPRISE HARDWARE MESSAGING

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Headline	Competitive	Non-competitive for markets with legal limits on claim language—see guidance below
HP printers heal themselves before malware runs wild.	<ul style="list-style-type: none"> Defend your network from evolving threats and automatically recover from attacks with the world's most secure printers.¹ <i>ALT:</i> Only HP printers can detect a threat and automatically recover from attacks¹ so IT can stay focused elsewhere. 	<ul style="list-style-type: none"> Defend your network from evolving threats and automatically recover from attacks with HP's most secure printers. <i>ALT:</i> HP printers can detect a threat and automatically recover from attacks so IT can stay focused elsewhere.
HP printers heal themselves. Malware has nowhere to hide.	<ul style="list-style-type: none"> Only HP printers can automatically recover from attacks¹ and future-proof your defenses² against evolving cyber-threats. <i>ALT:</i> Future-proof your defenses with printers designed to keep up with evolving cyber-threats.² 	<ul style="list-style-type: none"> Automatically recover from attacks and future-proof your defenses² with printers designed for evolving cyber-threats. <i>ALT:</i> Future-proof your defenses with printers designed to keep up with evolving cyber-threats.²
HP printers guard your network and keep IT focused on what matters.	<ul style="list-style-type: none"> Only the world's most secure printers¹ detect and self-heal from malware attacks—no IT intervention needed. <i>ALT:</i> Only HP printers can detect malware and recover from cyber-attacks¹—without bothering IT. 	<ul style="list-style-type: none"> HP's most secure printers detect and self-heal from malware attacks—no IT intervention needed. <i>ALT:</i> HP printers can detect malware and recover from cyber-attacks—without bothering IT.
Transform endpoints from your biggest risk to your best defense.	<ul style="list-style-type: none"> Help strengthen your endpoint security by upgrading to the world's most resilient printers.¹ <i>ALT:</i> Relentless testing and malware research keeps HP printers ahead of evolving cyber-threats. 	<ul style="list-style-type: none"> Help strengthen your endpoint security by upgrading to HP's most resilient printers. <i>ALT:</i> Relentless testing and malware research keeps HP printers ahead of evolving cyber-threats.

Legal disclaimers (must be used verbatim)

1. HP's most advanced embedded security features are available on HP Managed and Enterprise devices with HP FutureSmart firmware 4.5 or above. Claim based on HP review of 2021 published features of competitive in-class printers. Only HP offers a combination of security features to automatically detect, stop, and recover from attacks with a self-healing reboot, in alignment with NIST SP 800-193 guidelines for device cyber resiliency. For a list of compatible products, visit hp.com/go/PrintersThatProtect. For more information, visit hp.com/go/PrinterSecurityClaims.
2. Some features enabled by future HP FutureSmart firmware upgrades may not be available on older devices, if for example, physical product characteristics limit the functionality of the new feature.



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SECURE MPS MESSAGING

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Headline	Competitive	Non-competitive for markets with legal limits on claim language—see guidance below
Turn your back on cyber-threats. We've got it covered.	<ul style="list-style-type: none"> Defend your network with HP Secure Managed Print Services: the strongest, most comprehensive printer security around.¹ <i>ALT:</i> Credentialed security experts protect your printer fleet and keep it ahead of the latest threats with the strongest, most comprehensive printer security.¹ 	<ul style="list-style-type: none"> Defend your network with HP Secure Managed Print Services: strong, comprehensive security for your printer fleet. <i>ALT:</i> Credentialed security experts protect your printer fleet and keep it ahead of the latest threats with strong, comprehensive printer security.
We handle printer security so you can focus on your business.	<ul style="list-style-type: none"> Let HP secure your fleet and keep your defenses up-to-date, so you can focus elsewhere. <i>ALT:</i> Focus elsewhere, and let HP secure your fleet and keep your defenses up-to-date. 	<ul style="list-style-type: none"> Let HP secure your fleet and keep your defenses up-to-date, so you can focus elsewhere. <i>ALT:</i> Focus elsewhere, and let HP secure your fleet and keep your defenses up-to-date.
Securing every last endpoint. So trouble stays out.	<ul style="list-style-type: none"> Only HP can guarantee your devices stay configured for security.¹ <i>ALT:</i> Only HP can guarantee your devices stay configured for security with the strongest, most comprehensive protections around.¹ 	<ul style="list-style-type: none"> HP can guarantee your devices stay configured for security.¹ <i>ALT:</i> HP can guarantee your devices stay configured for security with strong, comprehensive protections.¹
Print security can be complicated. We simply handle it.	<ul style="list-style-type: none"> Preserve your resources: Let HP handle the details with the strongest, most comprehensive print security in the industry.¹ <i>ALT:</i> Preserve your resources: Let HP handle the details with a commitment in writing to keeping your devices secured.¹ 	<ul style="list-style-type: none"> Preserve your resources: Let HP handle the details with strong, comprehensive print security. <i>ALT:</i> Preserve your resources: Let HP handle the details with a commitment in writing to keeping your devices secured.¹

Legal disclaimers (must be used verbatim)

1. Includes device, data, and document security capabilities by leading managed print service providers. Based on HP review of 2019 publicly available information on service-level agreement offers, security services, security and management software, and device embedded security features of their competitive in-class printers. For more information, visit hp.com/go/MPSsecurityclaims or hp.com/go/securemps.



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POINTS OF DIFFERENTIATION

Hardware

- **Only the world's most secure printers can automatically self-heal** from attacks,¹ so IT doesn't need to intervene:
 - **HP Sure Start** automatically self-heals critical operating code
 - **Run-time intrusion detection is Common Criteria certified**² to automatically self-heal if memory is compromised
 - **HP Connection Inspector** automatically self-heals if it spots suspicious network connections
- **Only HP printers have a combination of security features** that can monitor, detect, and automatically stop an attack, then self-validate software integrity in a reboot.¹
- **Only HP printers can supply threat data** to network-wide security monitoring and SIEM tools, so you have more visibility into what's happening on your network in real time.¹
- **Only HP has passed all three levels** of the rigorous Buyers Lab Inc. (BLI) Security Validation Testing and received seals for print Device Penetration, Policy Compliance, and Firmware Resilience.³
- **HP designs its devices to the NIST standard for cyber-resiliency**, focusing our efforts on run-time, validating BIOS code, recovery of code and critical data, auto recovery by default.

Services

- **HP Print Security Advisory Services:** Credentialed cybersecurity experts assess your vulnerabilities then help you develop and execute a comprehensive plan to fit your unique remote, distributed, traditional, or hybrid environment.
- **HP Secure MPS:** The strongest, most comprehensive print security in the industry⁴ helps you deploy print security, manage your fleet over time, and keep it up to date with the latest protections.

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Solutions

- **HP Security Manager:** Establish a single security policy, quickly apply it across your HP printer fleet, and then monitor, manage, and automatically restore critical settings to your security and compliance policies.
- **Only HP can guarantee** your devices stay configured for security.⁴
- **HP FutureSmart firmware** ensures your devices can be updated with the latest security features⁵ to help protect your investment in print infrastructure for years to come.
- **HP Advance:** Trust your data is secure while you transform digital processes with authentication, job accounting and audit, pull-print, searchable PDF, and encrypted communication.⁶

Innovation

- **As the only printer manufacturer with a Bug Bounty program**, you can count on HP printers to be on top of the latest threats.
- **Relentless testing and malware research** keeps HP printers ahead of evolving attacks.
- **HP Labs** is continually investing in new endpoint security technologies, delivering industry firsts like HP Sure Start and HP Connection Inspector while driving industry standards for both personal computers and printers.



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POINTS OF PARITY

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- **Whitelisting** automatically checks for authentic firmware—digitally signed by HP.
- **Authentication solutions** prevent unauthorized use of printers or specific features while tracking user behavior.
- **Pull Print solutions** help secure the confidentiality of data and reduce unclaimed prints.
- **Encryption** helps protect data in transit—to and from your printers.
- **HP Secure Print:** A cloud-based print management solution that let users print from PCs and mobile devices, and securely store print data until authentication and job release—all without the hassle of deploying onsite servers and software.⁷ Integrate with **HP Insights** for even more analytics to help optimize your environment.
- **HP Managed Print Cloud Services:** Securely elevate your print ecosystem to the cloud with a fully managed experience across home, office, public, and shared spaces.

Legal Disclaimers

1. HP's most advanced embedded security features are available on HP Managed and Enterprise devices with HP FutureSmart firmware 4.5 or above. Claim based on HP review of 2021 published features of competitive in-class printers. Only HP offers a combination of security features to automatically detect, stop, and recover from attacks with a self-healing reboot, in alignment with NIST SP 800-193 guidelines for device cyber resiliency. For a list of compatible products, visit hp.com/go/PrintersThatProtect. For more information, visit hp.com/go/PrinterSecurityClaims.
2. Third-party certification based on Common Criteria Information Technology Security Evaluation ISO/IEC 15408 Standard requirements as of May 2019-2024. Certification applicable to HP Managed and Enterprise devices running HP FutureSmart Firmware version 4.5.1 and later. For more information: <https://www.commoncriteriaportal.org/files/epfiles/Certification%20Report%20-%20HP%20Intrusion%20Detection.pdf>.
3. For more information, visit <https://www8.hp.com/us/en/services/managed-print-services/analyst-reports.html> and <https://keypointintelligence.com/security>.
4. Includes device, data, and document security capabilities by leading managed print service providers. Based on HP review of 2019 publicly available information on service-level agreement offers, security services, security and management software, and device embedded security features of their competitive in-class printers. For more information, visit hp.com/go/MPSecurityclaims or hp.com/go/securemps.
5. Some features enabled by future HP FutureSmart firmware upgrades may not be available on older devices, if for example, physical product characteristics limit the functionality of the new feature.
6. HP Advance works with most network-connected printers and MFPs. On-device authentication requires HP FutureSmart firmware 4.8 or newer. Supported card readers include X3D03A (HP USB Universal Card Reader) and Y7C05A (HP HIP2 Keystroke Reader). Internet connection required for some functionality. For more information, see hp.com/go/advance.
7. HP Secure Print works with most network-connected printers and MFPs. On-device authentication requires HP FutureSmart firmware 4.8 or newer. Supported card readers include X3D03A (HP USB Universal Card Reader) and Y7C05A (HP HIP2 Keystroke Reader). Internet connection required for some functionality. For more information, see hp.com/go/secureprint.



HP WOLF SECURITY

PRINT HARDWARE SECURITY MESSAGING

Overview

Headline	Messages
The world's most secure printers ¹	SHORT HP printers have the industry's strongest security ¹ because they're always on the lookout, continually stopping threats while adapting to new ones.
	MED HP printers have the industry's strongest security ¹ because they're always on the lookout, continually stopping threats while adapting to new ones. And only HP printers can automatically self-heal from attacks, so IT doesn't need to intervene.
	LONG As security threats evolve and organizations shift to cloud services to get work done, every endpoint is a potential vulnerability—including printers. HP printers with HP Wolf Security are always on the lookout, continually detecting and stopping threats while adapting to new ones. And only HP printers can automatically self-heal from attacks, so IT doesn't need to intervene. Handle threats the instant they occur, help keep trouble out, and keep your organization running with HP, the industry leader in print security. ¹

Legal Disclaimers

1. HP's most advanced embedded security features are available on HP Managed and Enterprise devices with HP FutureSmart firmware 4.5 or above. Claim based on HP review of 2021 published features of competitive in-class printers. Only HP offers a combination of security features to automatically detect, stop, and recover from attacks with a self-healing reboot, in alignment with NIST SP 800-193 guidelines for device cyber resiliency. For a list of compatible products, visit hp.com/go/PrintersThatProtect. For more information, visit hp.com/go/PrinterSecurityClaims.
2. Third-party certification based on Common Criteria Information Technology Security Evaluation ISO/IEC 15408 Standard requirements as of May 2019-2024. Certification applicable to HP Managed and Enterprise devices running HP FutureSmart Firmware version 4.5.1 and later. For more information: <https://www.commoncriteriaportal.org/files/epfiles/Certification%20Report%20-%20HP%20Intrusion%20Detection.pdf>.

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EMBEDDED SECURITY FEATURE MESSAGING (1 OF 2)

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Features

Descriptor	Messages
HP Sure Start automatically self-heals critical operating code	SHORT Critical operating code (BIOS) is automatically checked during start-up and repairs itself if compromised.
	MEDIUM Each enterprise-class printer in your fleet checks its operating code and repairs itself from attacks. HP Sure Start works behind the scenes every time your printer powers on to validate its operating code (BIOS). If a compromised version is found, the printer self-heals and restarts with a safe copy of its BIOS.
	LONG Each enterprise-class printer in your fleet checks its operating code and repairs itself from attacks. HP Sure Start works behind the scenes every time your printer powers on to validate its operating code (BIOS)—boot instructions used to load critical hardware components and initiate firmware. If a compromised version is discovered, the printer restarts with a safe, “golden copy” of its BIOS, so you’re safeguarded from attack.
Run-time intrusion detection automatically self-heals if memory is compromised	SHORT Common Criteria certified ² to continually monitor memory activity to detect and stop attacks in real time..
	MED Memory activity is monitored in real time, right when most attacks occur, to continually detect and stop attacks. Common Criteria certified ² to check for anomalies during complex firmware and memory operations, automatically stop intrusions, and reboot to heal itself.
	LONG Memory activity is monitored to continually detect and stop attacks. Run-time intrusion detection helps protect printers in real time while they’re powered on and connected to the network—right when most attacks occur. Stay on guard with technology that’s Common Criteria certified ² to meet and exceed international security standards. Check for anomalies during complex firmware and memory operations, automatically stop intrusions, and reboot to initiate self-healing.



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EMBEDDED SECURITY FEATURE MESSAGING (2 OF 2)

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Features

Descriptor	Messages
HP Connection Inspector automatically self-heals if it spots suspicious network connections	<p>SHORT Outgoing network connections are inspected to stop suspicious requests and thwart malware.</p> <p>MEDIUM Your printer's network connections are inspected to stop malware from stealing data and compromising your network. HP Connection Inspector uses unique HP technology to evaluate connections, determine what's normal, stop suspicious requests, then automatically self-heal..</p> <p>LONG Your printer's network connections are inspected to stop malware from stealing data and compromising your network. HP Connection Inspector uses a unique HP technology that evaluates outgoing network connections to determine what's normal, stops suspicious requests to "call home" to malicious servers, and automatically triggers a self-healing reboot.</p>
Whitelisting automatically checks for authentic firmware	<p>SHORT Firmware is automatically checked during start-up to determine if it's authentic code—digitally signed by HP.</p> <p>MEDIUM Firmware is automatically checked during start-up to determine if it's authentic, good code—digitally signed by HP. If an anomaly is detected, the printer reboots to a secure, offline state and notifies IT.</p> <p>LONG Firmware is automatically checked during start-up to determine if it's authentic, good code—digitally signed by HP. Whitelisting helps ensure firmware hasn't been tampered with, because compromised code that coordinates printer functions and controls could expose your whole network to an attack. If an anomaly is detected, the printer reboots to a secure, offline state and notifies IT.</p>



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PERCOLATE
MARKETING HUB

Claim Copy	Disclaimer
<ul style="list-style-type: none">• The world's most secure printers• The world's most secure printing• The world's most resilient printers• The industry's strongest print security• Deepest/unmatched/unparalleled security• Only HP printers can automatically self-heal from attacks• Only HP printers can detect and self-heal from malware• Only HP printers can supply threat data to network-wide security monitoring and SIEM tools• Only HP offers a combination of security features that can monitor, detect, and automatically stop an attack, then self-validate software integrity in a reboot	<p>HP's most advanced embedded security features are available on HP Managed and Enterprise devices with HP FutureSmart firmware 4.5 or above. Claim based on HP review of 2021 published features of competitive in-class printers. Only HP offers a combination of security features to automatically detect, stop, and recover from attacks with a self-healing reboot, in alignment with NIST SP 800-193 guidelines for device cyber resiliency. For a list of compatible products, visit: hp.com/go/PrintersThatProtect. For more information, visit: hp.com/go/PrinterSecurityClaims.</p>
<ul style="list-style-type: none">• Secure MPS: The strongest, most comprehensive print security in the industry• Only HP can guarantee your devices stay configured for security	<p>Includes device, data, and document security capabilities by leading managed print service providers. Based on HP review of 2019 publicly available information on service-level agreement offers, security services, security and management software, and device embedded security features of their competitive in-class printers. For more information, visit hp.com/go/MPSsecurityclaims or hp.com/go/securemps.</p>



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See usage & legal guidelines for more details

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Claim Copy	Disclaimers
HP Workpath: The only MFP apps that are both whitelisted and repeatedly re-validated to stay ahead of the latest threats	Based on HP review of competitive manufacturer's published app platform specifications as of April 2019. Only HP Workpath offers a combination of app validation upon submission plus automated re-validation of apps. To enable HP Workpath, some devices may require optional accessory or firmware to be upgraded. Subscription may be required.
HP FutureSmart firmware can be updated with the latest security features	Some features enabled by future HP FutureSmart firmware upgrades may not be available on older devices, if for example, physical product characteristics limit the functionality of the new feature.
Run-time intrusion detection is Common Criteria certified	Third-party certification based on Common Criteria Information Technology Security Evaluation ISO/IEC 15408 Standard requirements as of May 2019-2024. Certification applicable to HP Managed and Enterprisedevices running HP FutureSmart Firmware version 4.5.1 and later. For more information: https://www.commoncriteriaportal.org/files/epfiles/Certification%20Report%20-%20HP%20Intrusion%20Detection.pdf .
A new breed of endpoint security	HP Security is now HP Wolf Security. Security features vary by platform, please see product data sheet for details.
Only HP has passed all three levels of the rigorous Buyers Lab Inc. (BLI) Security Validation Testing and received seals for print Device Penetration, Policy Compliance, and Firmware Resilience.	For more information, visit https://www8.hp.com/us/en/services/managed-print-services/analyst-reports.html and https://keypointintelligence.com/security .



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Claim Copy	Disclaimers
Detect and quickly recover from malware attacks as soon as they're discovered, using Smart Security with HP+.	Only available on select HP Officejet Pro devices.
HP Secure Print	HP Secure Print works with most network-connected printers and MFPs. On-device authentication requires HP FutureSmart firmware 4.8 or newer. Supported card readers include X3D03A (HP USB Universal Card Reader) and Y7C05A (HP HIP2 Keystroke Reader).
HP Advance	HP Advance works with most network-connected printers and MFPs. On-device authentication requires HP FutureSmart firmware 4.8 or newer. Supported card readers include X3D03A (HP USB Universal Card Reader) and Y7C05A (HP HIP2 Keystroke Reader). Internet connection required for some functionality. For more information, see hp.com/go/advance .
HP Security Manager	HP Security Manager must be purchased separately. For details, see hp.com/go/securitymanager



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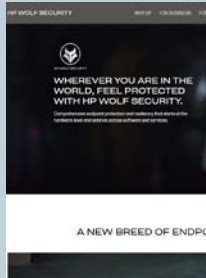
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WEB PAGES

HP Wolf Security for Print on HP.com



WOLF SECURITY
PAN HP

hp.com/WolfSecurity



WOLF ENTERPRISE
SECURITY FOR PRINT

hp.com/WolfEnterpriseSecurity



WOLF PRO
SECURITY FOR PRINT
hp.com/WolfProSecurity



WOLF ESSENTIAL
SECURITY FOR PRINT
hp.com/WolfEssentialSecurity

Other Security relevant web pages:

hp.com/SecurityCenter

Security Center is a Pan-HP page for the latest threat bulletins, updates, and other resources

hp.com/go/SecureMPS

Landing page for assets promoting HP Secure MPS and security services, will revamp in Q3

hp.com/go/printsecurityservices

Deep link within HP SecureMPS pages to promote the specific security services

hp.com/go/printersecurityclaims

Destination for the documentation behind our security claims for print

hp.com/go/suppliesthatprotect

Original HP office cartridges security story, helps support Wolf Pro & Enterprise Security



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Pro One sheeter PERCOLATE ASSET HUB CONCENTRA



Enterprise One sheeter PERCOLATE ASSET HUB CONCENTRA



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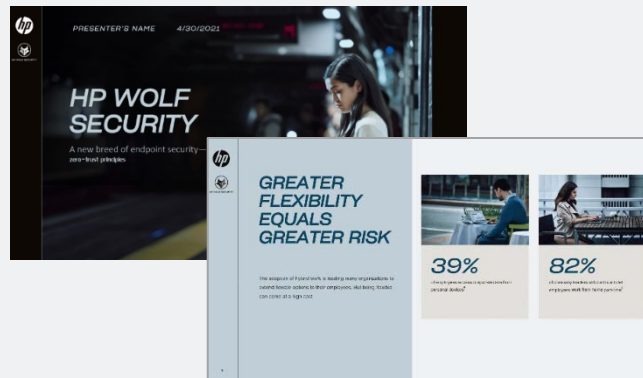
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HP WOLF SECURITY CONTENT (PAN-HP)



Brochure

PERCOLATE; ASSET HUB; CONCENTRA



Customer Presentation

PERCOLATE; ASSET HUB



HP WOLF SECURITY

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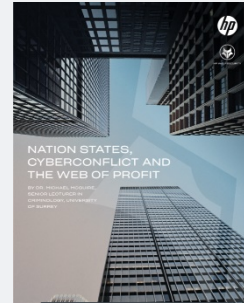
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IDC Report & Assets

- Full length report
- Driver assets
 - (2) Social Post
 - (6) Static Banners
 - (1) eDM File

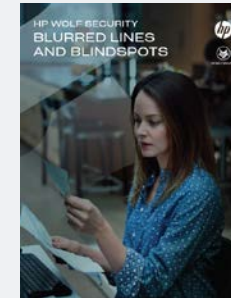
PERCOLATE
ASSET HUB



Web of Profit Assets

- Full length report
- Infographic
- Driver assets
 - (1) Social Post
 - (3) Static Banners
 - (1) eDM File

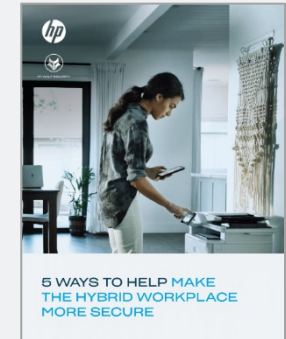
PERCOLATE
ASSET HUB



Blurred Lines Assets

- Full length report
- Driver assets
 - (2) Social Post
 - (3) Static Banners
 - (1) eDM File

PERCOLATE
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CONCENTRA



HP Listicle: 5 ways to help make the hybrid workplace more secure

- 8 page list+article
- No drivers

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SALES TOOLS

Updates to existing Security Sales Tools in Q3/Q4



DOCUMENT	CONCENTRA PUBLIC LINKS (US/ENGLISH)
MPS brochure	https://h20195.www2.hp.com/v2/GetDocument.aspx?docname=4AA7-0253ENW
Secure MPS Brochure	https://h20195.www2.hp.com/v2/GetDocument.aspx?docname=4AA6-4525ENW
Managed Print Cloud Services Brief	https://h20195.www2.hp.com/v2/GetDocument.aspx?docname=4AA7-7506ENW
Managed Print Cloud Services Flyer	https://h20195.www2.hp.com/v2/GetDocument.aspx?docname=4AA7-8090ENW
Print Security Advisory Service Brief	https://h20195.www2.hp.com/v2/GetDocument.aspx?docname=4AA6-8597ENW
HP Secure Print & Insights Brochure	https://www8.hp.com/h20195/v2/GetDocument.aspx?docname=4AA7-6936ENW
HP Security Manager Brochure	https://h20195.www2.hp.com/V2/GetPDF.aspx/4AA3-9275ENW.pdf
HP Security Solutions brochure	https://h20195.www2.hp.com/v2/GetDocument.aspx?docname=4AA3-1295ENW
HP Advance Brochure	https://www8.hp.com/h20195/v2/GetDocument.aspx?docname=4AA7-6658ENW
HP LaserJet Enterprise 400 & 40000	Updated links will be provided via the latest Playbook
HP LaserJet Enterprise 500 Series	Updated files will be accessible via the Sales Tools Tracker



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QUICK REFERENCE

Percolate (Marketing)	Asset Hub	Concentra (Public, US/English)
<u>ENT One Sheeter - Print</u>	https://h22189.www2.hp.com/assetdetails/11FFA7E4-A2EE-49A3-8281-69A3986A1894	https://h20195.www2.hp.com/v2/GetDocument.aspx?docname=4AA8-0094ENW
<u>Pro One Sheeter - Print</u>	https://h22189.www2.hp.com/shared/folder/q5KhrqM=/asset/AC760A78-6FAF-46F2-BA24-E1574951F391	https://h20195.www2.hp.com/v2/GetDocument.aspx?docname=4AA8-0096ENW
<u>Brochure</u> – PC & Print	https://h22189.www2.hp.com/shared/folder/q5KhrqM=/asset/D13F6651-D2E6-48C1-98CA-D71C32190269	https://h20195.www2.hp.com/v2/GetDocument.aspx?docname=4AA8-0101ENW
<u>Customer Presentation</u> – PC & Print	https://h22189.www2.hp.com/shared/folder/q5KhrqM=/asset/1EAE4E6A-6657-461F-A0E6-8F12FC30DAC5	N/A
<u>Listicle</u> : 5 Ways to Make Hybrid Workplace More Secure	https://h22189.www2.hp.com/assetdetails/6CBF4289-52C7-46D8-8E2C-7F5FCD3EC078	https://h20195.www2.hp.com/v2/GetDocument.aspx?docname=4AA8-0097ENW



HP WOLF SECURITY

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HP WOLF SECURITY

HP WOLF USAGE RIGHTS MATRIX

PLEASE REFER TO THE RIGHTS MATRIX HERE FOR ALL TALENT RIGHTS AND EXCLUSIONS

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MASTER RIGHTS TRACKER		INCLUDED UNDER ORIGINAL SCOPE																
	INTERNET		NEW MEDIA		CABLE + NETWORK BROADCAST/TV		INDUSTRIAL		CINEMA + IN-FLIGHT		OOH		EXPIRATION		OPTIONS		NOTES AND CONSIDERATIONS	
	Usage anywhere on the internet, including but not limited to YouTube, Facebook, OTT (Hulu, Amazon, Sling, etc.), CTV.		Usage that requires an app. Instagram and Snapchat are examples of new media since they don't operate the same on the internet outside of the app.		Class A Broadcast, Cable, Network TV		Best described as usage in places of public assembly. This includes in-store, in-cinema, in-flight, jumbotrons, tradeshow, etc.		Cinema exhibition as well as in-flight entertainment				Usage rights expiration day. EARLIEST EXPIRATION 1/30/2022		Preregulated Options			
	US	FOREIGN	US	FOREIGN	US	FOREIGN	US	FOREIGN	US	FOREIGN	US	FOREIGN						
SAG CELEBRITY AGREEMENT- CHRISTIAN SLATER																	*Extractions from Christian Slater - SAG AGREEMENT	
Usage Terms and restrictions under Christian Slaters Executed SAG Agreement on 12/28/20		X	X	X	X	X	X	X	X	NO	X	NO	X	1/30/22	N/A		- EXPIRATION: The term of the Agreement with respect to usage of the Materials (captured during the term of the Agreement) shall continue thereafter in full force and effect until one (1) year after completion of the services to which the Materials relate. - USAGE RESTRICTIONS: For all non-photography Materials, Company and HP, including HP entertainment (outside of the US only; flights may not be departing from or arriving in a U.S. airport), Company and HP, including HP's channel partners, shall have global out of home (OOH) rights.	
SAG US OCP																		
All SAG Scale talent featured in the wolf VI films (Wolf IV, Trailer, Alice, Russell and IT)		X	X	X	X	NO	NO	TRAILER ONLY	NO	NO	NO	N/A	N/A	1 YR from 1st live date	N/A		Screen grabs/stills: If any screen grabs/stills from any footage captured on the shoot day(s) are used in any form (including but not limited to social media, email, website, etc.) for one (1) year of use, if these stills are intended for OOH use with HP, this allows for foreign markets posting paid ads in social media channels, running paid digital b As long as the same creative is dubbed for foreign language, localization is allowable.	
MUSIC - "LITTLE BOXES" by MALVINA REYNOLDS																		
Rights covered in 3/29 \$200K (all-in) quote		X	X	X	X	NO	NO	X	X	NO	NO	N/A	N/A	1 YR from 1st live date	2nd year same terms at 10% increase Additional 6 months Global Broadcast at \$95K		NO RADIO RIGHTS	
ORIGINAL MUSIC																		
Original score composed for each film.		X	X	X	X	X	X	X	X	X	X	N/A	N/A	1 YR from 1st live date	2nd year same terms at 15% increase Radio Addition - \$5K Flat Rate			
STOCK FOOTAGE																		
FILM SUPPLY		X	X	X	X	NO	NO	X	X	NO	NO	N/A	N/A	1 YR from 1st live date	2nd year same terms at 10% increase		NO STILLS ARE ALLOWED FOR OUT-OF-HOME USE	
VIMEO STOCK														IN - PERPETUITY	IN - PERPETUITY		NO STILLS ARE ALLOWED FOR OUT-OF-HOME USE	
FONT - HP SHARP GROTESK BOOK 25																		
SHARP TYPE CORPORATE LICENSE		X	X	X	X	X	X	X	X	X	X	X	X	IN - PERPETUITY	IN - PERPETUITY			
PHOTOGRAPHY RIGHTS FOR PORTRAITS																		
Photography rights for Christian Slater Portraits shoot during the shoot.		X	X	X	X	X	X	X	X	X	X	X	X	1 Year from 1st live date	Additional year of usage for 20K flat fee		Photographer rights do not overrule Christian Slater Agreement.	
EXCLUSIVITY: NONE																		
SAG DEFINITIONS:																		
BROADCAST - Cable + Network TV																		
INTERNET - Usage anywhere on the internet, including but not limited to YouTube, Facebook, OTT (Hulu, Amazon, Sling, etc.), CTV.																		
NEW MEDIA - Usage that requires an app. Instagram and Snapchat are included.																		

Any assets using Christian Slater or talent from the film, should review the detailed matrix and consult the PS Global Marketing Team
Effective 12 May 2022: All assets from Wolf IV campaign should be deleted and removed: Remove all photos or video of the talent from Wolf IV films including social, digital, email, web pages, collateral, sales tools, signage, training materials, email signatures etc.



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PRINTER USAGE RESTRICTION GUIDE

(Hereafter referred to as “Print Implementation Guide” or “IG”)
MUST be posted together with the collateral in all asset tools.

IMPORTANT INFORMATION – PLEASE READ BEFORE PROCEEDING

This asset contains comparative and superlative claims that ARE easily verifiable (meaning that the substantiation/report is posted for viewer to read and the link to it is included in the disclaimer), however in some countries, we must take care that we are not naming a competitor(s) in the claim, AND the asset cannot be used in all countries.

- Superlatives Claims (e.g. Words such as “best”, “fastest”, “optimal”, “maximum”, “minimum”, “eliminate”, “anytime,” and “anywhere”, “best-in-class”) These words generally are comparative claims and should not be used without substantiation.
- Comparative Claims (e.g. “Fastest Printer out there”, “More reliable”, “HP beats the competition”) If you do not specify the competitor, the claim MUST be true for all competitors.



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LEGAL GUIDELINES

IMPORTANT INFORMATION – PLEASE READ THROUGH FINAL SLIDE BEFORE PROCEEDING

This creative asset contains claims that cannot be used in all countries:

The World's Most Secure Printers*

The World's Most Secure Printing*

The World's Most Resilient Printers*

The World's Only Self-Healing Printers*

Only HP Printers can detect, stop and self-heal from an attack*

*HP's most advanced embedded security features are available on HP Managed and Enterprise devices with HP FutureSmart firmware 4.5 or above. Claim based on HP review of 2021 published features of competitive in-class printers. Only HP offers a combination of security features to automatically detect, stop, and recover from attacks with a self-healing reboot, in alignment with NIST SP 800-193 guidelines for device cyber resiliency. For a list of compatible products, visit: hp.com/go/PrintersThatProtect. For more information, visit: hp.com/go/PrinterSecurityClaims.

CONT'D...



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HP EMEA REGION

Comparative and/or superlatives claims:

- **France** – Yes, but must publish third party substantiation report. Remove url for MEMA countries that don't allow comparative advertising. Don't translate reports in those countries. Remove url that point to where reports are posted for those countries.
- **Norway** – Yes, but internal substantiation report is sufficient and it is recommended to have external validation. Information needs to be readily available before launching advertising.
- **Romania** – Yes, but it is required to publish third party substantiation report.
- **Slovakia** – Yes, additional requirement is that third party report is highly advisable.
- **Switzerland** – Yes, but internal substantiation report is sufficient. There may be no need to publish report if features can be easily verified and compared.
- **Turkey** – Yes, but it is not a requirement to publish third part substantiation. No product name, brand, logo, trade name, business name or other distinguishing elements belonging to competitors can be named in the advertising materials. Obligation to provide reports on comparative advertising to competent authorities before launching advertising. Any claim on verifiable explanations/concepts must be proven by reports prepared by universities or accredited independent test agencies. After careful consideration, we understand that when HP is comparing HP Products with third party products / competitors, it may be wiser to have the studies approved by third independent parties as the risk may be higher. However, if HP is only doing internal comparisons, the risk is lower and therefore, we may consider taking this smart risk provided that internal tests are correctly substantiated and verifiable if needed. This is only applicable when doing internal HP Products comparisons. Example: "faster than its predecessor".
- **EU countries (except France)** – Yes, internal substantiation reports are sufficient (recommended to have external validation). Publish reports to allow recipient to verify claims if features cannot be easily compared by recipient. (General Guidance) **Germany**: substantiation reports **must** be posted.
- **Serbia, Israel** – Yes, but it is higher risk if naming competitors. Internal substantiation reports are sufficient and is not required to be published.
- **MEMA** – Yes, internal substantiation reports are sufficient. No need to publish reports and do NOT publish reports naming competitors.
- **UAE** – Yes, but third party external report is required. No need to publish report and do NOT publish reports naming competitors.
- **Saudi Arabia** – Yes, but third party report is required. Not required to publish report and do NOT publish reports naming competitors.
- **Russia** – Yes, but this is higher risk. Advertising stating superiority is NOT allowed. Third party report is required including methodology. Do NOT publish names of competitors. Third party reports may need to introduce names of competitors to be accurate and explain in detail the methodology of the comparison – in some occasions we have obtain a waiver from Russian Counsel allowing us to publish third party reports naming competitors.



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HP EMEA REGION - CONTINUED

Comparative and/or superlatives claims:

- *Kazakhstan* - Yes, but only advertising stating superiority. Third party external report is required. No need to publish report and do NOT publish reports naming competitors.
- *Turkmenistan* – No, NOT allowed

GENERAL TRANSLATION GUIDANCE: Translation to local language may not be specific for France – Refer to Translation Guidelines [here](#).

USEFUL TIPS: Countries where we cannot publish reports because they name competitors: (a) remove link to reports from disclaimer (b) do not publish reports translated to local language. This would help reduce risk as we have the defense that reports were not targeting users in that market. If we do intend to name competitors (which should rarely be the case), please see the EMEA Marketing Self-Help Tool for more guidance: [Self-Help](#).

Contact your HP marketing representative for access to substantiation reports and URLs for France if needed.

Country/Region Acronym Definitions:

- **EMEA**= Europe, Middle East and Africa
- **EU**= Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, United Kingdom.
- **CEMA** = Central & Eastern Europe (CEE), Middle East, Mediterranean and Africa.
- **CEE:** Russia, Israel, Czech Republic, Hungary, Poland, Slovakia, Azerbaijan, Kazakhstan, Kyrgyzstan, Armenia, Belarus, Georgia, Tajikistan, Turkmenistan, Ukraine, Uzbekistan, Bulgaria, Bosnia and Herzegovina, Macedonia, Moldova, Albania, Malta, Croatia, Romania, Slovenia, Serbia, Montenegro. Middle East, Mediterranean and Africa (MEMA): *Middle East:* Turkey, State of Palestine, Egypt, Jordan, Lebanon, Syrian Arab Republic, Bahrain, Kuwait, Oman, Qatar, Yemen, Islamic Republic of Iran, Iraq, Saudi Arabia, United Arab Emirates. *Africa:* Nigeria, Ethiopia, Egypt, Democratic Republic of the Congo, South Africa, Kenya, Sudan, Algeria, Uganda, Morocco, Mozambique, Ghana, Angola, Madagascar, Cameroon, Niger, Burkina Faso, Mali, Malawi, Zambia, Senegal, Chad, Zimbabwe, South Sudan, Rwanda, Tunisia, Somalia, Guinean, Benin, Burundi, Togo, Eritrea, Sierra Leone, Central African Republic, Republic of the Congo, Liberia, Mauritania, Namibia, Botswana, Gambia, Equatorial Guinea, Lesotho, Gabon, Guinea-Bissau, Mauritius, Swaziland, Djibouti, Réunion (France), Comoros, Cape Verde, Western Sahara, Mayotte (France), São Tomé and Príncipe, Seychelles, Tanzania United Republic, Libya, Cote d'Ivoire, French Guiana, French Polynesia, French Southern Territories, Guadeloupe, Guyana, Martinique, New Caledonia, Saint Pierre And Miquelon.
- **NOTE:** For any overlap in regions, for example Greece is EU **and** CEMA, the strictest approach shall prevail (i.e. publish third party substantiation reports).



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HP APJ Region

Comparative and/or superlatives claims:

- **Australia** – Both can be used, provided the claims have objective research to show (i) they're *not misleading*, (ii) are *applicable & valid* in Australia. Local substantiation is required – we cannot rely solely on overseas substantiation; (iii) local substantiation must be obtained before the claim is used – substantiation can be performed in house or using a third party; (iv) the substantiation needs to be regularly updated – no less than once per quarter – while the claim is being used; research must remain *current*, and *will remain current* throughout the duration of the usage of the claim; (v) it is recommended that comparative and/or superlative claims **not** be placed on product packaging as it is difficult to update packaging – it is preferable to put such claims on point of sale materials, web content, etc., that can be easily removed if necessary. (For more information see: [SouthPac Advertising & Marketing Checklist](#))
- **China** – Comparative claims which are not superlatives can be used provided: (i) The competitor's name/brand shall not be disclosed during the advertising unless competitor's prior consent is obtained and (ii) the *substantiation* is done by a government approved 3rd party, not reliant on HP Internal substantiation. Superlatives are expressly prohibited by Article 9 of the China Marketing Law. *Cannot name competitors.*
- **Hong Kong** – Both can be used, provided the claims are within the scope of honest practice. The Trade Descriptions Ordinance prohibits misleading omissions, aggressive commercial practices, bait advertising, bait-and-switch, wrongly accepting payment, false trade descriptions, false, misleading or incomplete information, false trademarks and misstatements of goods and services provided in the course of trade or suppliers of such goods in Hong Kong. *Cannot name competitors.*
- **India** – Both can be used, provided claims have objective research to show they're not misleading, are applicable & valid in India, and research remains current and the claims do not unfairly denigrate, attack or discredit other products, advertisers or advertisements directly or by implication. Check with local Legal if seeking to *name competitors*.
- **Indonesia** – Comparative Marketing Practices are permissible to a certain extent under the following guidelines:
 - Can only be done towards technical aspects of products with the direct same criteria.
 - Price comparison shall only be made towards efficiency and usage of products, and must be supplemented by a proper explanation and reasoning.
 - Indonesian Consumer Protection Law prohibits advertisement that directly or indirectly degrade/disparage other products/services. *Cannot name competitors.*
 - Superlatives should have full explanation from a competent authority or authentic source, and such authority/ source is required to be a publicly accepted and accessible. Supporting information should be current and not misleading, be applicable and valid in Indonesia.
 - Claims relating to Safety/Risk must come with full explanation.



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HP APJ REGION - CONTINUED

Comparative and/or superlatives claims:

- **Japan** – Both can be used, provided claims have objective research to show they're not misleading, are applicable & valid in Japan, and research remains current. Comparative advertising generally is uncommon and not recommended in Japan.
- **Korea** – With the exception of financial products, both can be used provided that the claims are not false, misleading, slanderous, exaggerating or unfairly comparing and that superlatives are substantiated with objective data, which should be sufficiently recent. If any substantiation becomes obsolete, the claim should no longer be used. All substantiation must be valid for Korea.
- **Malaysia** – Both can be used, provided claims have objective research to show they're not misleading, are applicable & valid in Malaysia, and research remains current, but refrain from using competitors' trademarks or any packaging, get-up, symbol or sign that can be associated with a competitor. *Cannot name competitors.*
- **New Zealand** – Both can be used, provided the claims have objective research (held in advance of making claim) to show (i) they're *not misleading*, (ii) are *applicable & valid* in New Zealand; local substantiation is required – we cannot rely solely on overseas substantiation; and (iii) research remains *current*, and *will remain current* throughout the duration of the usage of the claim; substantiation needs to be regularly updated – no less than once per quarter – while the claim is being used. If advance substantiation is not held before making claim, HP will have committed an offence even if claim is later supported and true; substantiation can be performed either in house or using a third party; (iv) It is recommended that comparative/superlative claims **not** be placed on product packaging, as it is difficult to update packaging. It is preferable to put such claims on point of sale materials, web content, etc., that can be easily removed if required. (For more information see: [SouthPac Advertising & Marketing Checklist](#))
- **Philippines** – Direct comparisons are **NOT** allowed. *Cannot name competitors.* Indirect comparisons and indirect superlative claims may be used provided claims have objective research to show they're not misleading, are applicable & valid in the Philippines, and research remains current.
- **Singapore** – Both can be used, provided claims have objective research to show they're not misleading, are applicable & valid in Singapore, and research remains current.
- **Taiwan** – Both can be used, provided claims have objective research to show they're not misleading, are applicable & valid in Taiwan, and research remains current. For comparative and superlative claims, please provide the marketing material for local Legal review. *Cannot name competitors.*
- **Thailand** – Both can be used, provided claims have objective research to show they're not misleading, are applicable & valid in Thailand, and research remains current. *Cannot name competitors.*
- **Vietnam** – Direct comparative claims of one's commodity/service to the others of the same kind in price, quality, and efficiency of usage are strictly prohibited. For all indirect Comparative claims, any substantiation must be sufficient to show the claims are not misleading, are applicable & valid in Vietnam and should not contain an implied reference to competitive products. Please check with local Legal before proceeding with any comparative claims. Superlative claims are prohibited without any external substantiating document from independent research organization, which must be properly referenced. Supporting documents must be current to within 1 year from the date of substantiation by independent research organization.



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HP LAR REGION

Comparative claims:

- **Argentina:** Yes, it is OK to use comparative claims, provided we do not mention competitor's brand. However, comparative advertisement must be analyzed in detail, as its use is often challenged in Argentina. Internal substantiation report is sufficient. Information needs to be readily available before launching advertisement.
- **Bolivia:** Yes, it is OK to use comparative claims. The comparative advertisement must include three requirements: 1. The claim must be truth, that means it has to be objective and verifiable. 2. The information must be accurate, actual and clear. 3. It must be relevant in form and substance. Internal substantiation report is sufficient. Information needs to be readily available before launching advertisement.
- **Brazil:** Yes it is OK to use comparative claims. All comparative advertising shall be supported by third party substantiation report in Portuguese, evidencing the accuracy and truthfulness of the information. There are some local examples of businesses which ran comparative advertising campaigns in the country, but the majority were challenged and ultimately suspended (which might also give raise to damages liability). Accordingly, it would be recommended to either exclude that claim for Brazil or at least replace the competitors' names/marks by generic references making sure that all references and data are in Portuguese.
- **Chile:** Yes it is OK to use comparative claims. All comparative advertising shall be supported by third party substantiation report in Spanish, evidencing the accuracy and truthfulness of the information.
- **Colombia:** Yes, it is OK to use comparative claims. All comparative advertising shall be supported, at least by an internal substantiation report. Information needs to be readily available before launching advertisement. Comparative advertising is legal in Colombia but needs to follow the following minimum requirements: 1. The comparison must be between products, services or establishments that satisfy the same needs or have the same purpose. 2. The comparison must refer to objective or verifiable characteristics of the activities, establishments, products or services, therefore it must be carried out between one or more essential, pertinent, verifiable and representative characteristics of the same. The judgments or subjective appraisals do not constitute a valid comparison term before the consumer since they correspond to the personal affirmation of the person who makes the judgment. 3. The actual characteristics of the activities, establishments, products and services that are compared must be indicated and no error may be induced in them.
- According with the above, the comparison or confrontation may not refer to extremes that are not analogous or verifiable, nor use incorrect or false indications or statements, or omit facts that are relevant to understand the comparison. For the purposes of the above, it is considered that the extremes are not analogous when comparing activities, establishments, products and services of different qualities without indicating their price, or in cases where the price is reported and it is not disclaimed the difference in quality.
- **Costa Rica:** Yes, and internal substantiation report is sufficient. Information needs to be readily available before launching advertisement.
- **Ecuador:** Yes, it is OK to use comparative claims. The comparative advertisement must include three requirements: 1. The claim must be truth, that means it has to be objective and verifiable 2. The information must be accurate, actual and clear. 3. It must be relevant in form and substance. Internal substantiation report is sufficient. Information needs to be readily available before launching advertisement.
- **México:** Yes, it is OK to use comparative claims comparing or contrasting two or more similar or identical goods, products or services, even if they have the same trademark or not. All comparative advertising shall be supported by third party substantiation reports in Spanish, evidencing the accuracy and truthfulness of the information. The reports don't have to be published, but the comparative advertisement shall make reference to the same (and shall refer to where consumers may consult reports).
- **Perú:** Yes, it is OK to use comparative claims. The comparative advertisement must include three requirements: 1. The claim must be truth, that means it has to be objective and verifiable 2. The information must be accurate, actual and clear. 3. It must be relevant in form and substance. Internal substantiation report is sufficient. Information needs to be readily available before launching advertisement.
- **Venezuela:** Yes, it is OK to use comparative claims. The comparative advertisement must include three requirements: 1. The claim must be truth, that means it has to be objective and verifiable 2. The information must be accurate, actual and clear. 3. It must be relevant in form and substance. Internal substantiation report is sufficient. Information needs to be readily available before launching advertisement.



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Superlative claims:

- **Argentina:** Yes, provided claims have objective research to show they are not misleading and research remains current.
- **Brazil:** No, cannot use superlative claims.
- **Chile:** Yes, provided claims have objective research to show they are not misleading and research remains current.
- **Colombia:** Yes, provided claims have objective research to show they are not misleading and research remains current.
- **Costa Rica:** Yes, provided claims have objective research to show they are not misleading and research remains current.
- **Ecuador:** Yes, provided claims have objective research to show they are not misleading and research remains current.
- **México:** No, cannot use superlative claims. The consumer authority's criteria is that superlative phrases are unlikely to be proven as truthful and accurate, thus are mostly misleading.
- **Perú:** Yes, provided claims have objective research to show they are not misleading and research remains current.





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RESOURCE LINKS:

Brand Book [link](#)

Messaging Narrative [link](#)

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