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World best antivirus for pc free

Scotty Zifka was looking for a job as a salesman. He started one in late May at a company called EZ Tech Support, a small incoming call center in an older building in northeast Portland, Oregon. The first day of Zifka's unpaid training involved listening to sales calls. But in three hours, Zifka felt something wasn't right. Everything about him was so strange, he recalled. The company's 15 agents answer calls from people who have seen a pop-up message saying that their computer may be having problems, and advising them to call a number, which rings at ez tech support offices. EZ Tech Support agents had a job to do: upsell unhappy consumers who thought they had a computer virus. Agents are instructed to follow a 13-page script. They ask callers if they have an antivirus program installed. If they do, Zifka said, callers are often told that what they are using is not a full-time real-time virus protection program. But agents have a solution: Callers can purchase an antivirus program called Defender Pro Antivirus from Bling Software. EZ Tech Support sells a perpetual license to the program for \$300. Agents also tell callers that they can perform a one-time fix on their computers for them, which starts at \$250. Callers can haggle for lower prices. Those who dial are typically in their 30s or older. A lot of mothers would call and say, 'I'm sure it's something my son did on my computer. This has happened before, Zifka said. Older gentlemen - elderly specifically - that was the most unfortunate part. Within 20 minutes, some callers spent up to \$600 to fix their computers. I was impressed by that, he said. EZ Tech Support General Manager Gavynn Wells said the company complies with U.S. Federal Trade Commission regulations. We don't tell customers that they have problems they don't have, Wells said in a phone interview. We're not going to push them into a corner and tell them that if they don't do business with us, their computer will explode. The industry's \$4.9 billion antivirus software has become a highly competitive business, in part because data breaches are in the news almost every week, and people feel the need to protect themselves. It's also a huge market, with an estimated \$4.9 billion in annual sales, according to Gartner. This attracted all types of players, some of whom specialize more in affiliate marketing than security. Technical support services abound on the Internet, and phone numbers for some of these companies are often found in questionable software packages known as adware. People download adware voluntarily, often to get a free program, but can also be frustrated about them vulnerabilities in your software. Defender Pro Antivirus is effective at detecting malware, but an independent testing company says it's a buggy. Some adware programs display messages to people suggesting that your computer is at risk, even if adware programs are not designed to detect security issues. Lawrence Lawrence which runs the popular security forum bleeping computer, said people have complained about pop-up windows in their browsers that they can't close. In some recent cases, the voice of a man or woman tells them that their computer has been infected. You just can't shut down the program, said Abrams, who deliberately downloads programs harmful to your research. So people panic, and they call the number. The most vulnerable are people who know little about computers and find the warnings intimidating, he said. The FTC has begun to go after some of the largest U.S.-based technical support companies that take this kind of incoming call. In November, he filed two complaints alleging that tens of thousands of consumers had been scammed into more than \$120 million by companies using deceptive, high-pressure sales tactics to sell software and support services. Wells, of EZ Tech Support, used to work for one of the FTC's target companies, Inbound Call Experts, before moving to Portland last year. Although a federal judge terminated Inbound Call Experts shortly after the lawsuit was filed, the company was allowed to resume business after it agreed to change the way it markets its services. The case, however, continues, and court records show that the Inbound Call Experts and the FTC have agreed to a mediator to discuss a settlement. The poor perception of companies offering remote support services has made it harder for legitimate companies to operate, said Dan Steiner, CEO of Online Virus Repair, based in San Luis Obispo, California. It's definitely not a positive image, said Steiner, who added that few companies offered remote computer support when he started his business in 2008. But the industry exploded, with many companies opening call centers outside the U.S. For legitimate companies, the marketing of their online services proved almost impossible amid high unethical turnover. Steiner now focuses on word-of-mouth advertising, and partnerships with those he trusts in the antimalware industry. Is it worth the money? Several years ago, it was not uncommon for security products promoted to adware to be classified as malicious software. But tactics have changed, and unscrupulous companies now sometimes sell functional products, but charge too much for them. The Google Maps EZ Tech Support office is located in this Portland, Oregon building. It's a difficult situation for regulators: the FTC cannot protect people from companies that stay within the law while marketing what may not be the world's largest product. The product EZ Tech Support sells, Defender Pro, appears to be legitimate antivirus software, said Andreas Marx, CEO of AV-Test, an independent organization in Germany that tests consumer antivirus suites. The product uses a well-known engine licensed by a reputable company called Cyren. Marx said his analysts tested a downloaded trial version on the Defender's Pro website. It was effective in detecting malware, but also really buggy, he said by email. After a one for example, he fell repeatedly, he said. Retailer Target has already sold Defender Pro in its stores. A spokesman declined to say why it is no longer stocked. Target's website still has an old product page for Defender Pro 2012, which sold for \$19.99. Marx said \$300 is too much for Defender Pro, as similar basic antivirus scanners are available for free from companies like Avira, Avast and AVG. Defender Pro feature set products shouldn't cost more than \$30 a year, he said. With this measure, a user would need to maintain the same computer for 10 years to justify EZ Tech Support pricing for Defender Pro. Closing the sale Zifka, which quickly left the company, said EZ technical support agents install a remote control tool called LogMeIn Rescue to gain access to callers' computers with their permission. They then install the Webroot Analyzer program, a legitimate tool that signals problems on a computer. But Zifka said agents call anything flagged by the software, even if it's not a security risk to the user. We use whatever he points out as a selling point, Zifka said. In lawsuits, the FTC accused telemarketing companies of installing a remote tool and then using other programs, such as Windows Event Viewer, to illustrate errors and warnings that don't really have material effect on a computer. Wells disputes Zifka's characterization and states that callers are not informed of problems that do not exist. If a caller says they're already using AVG's free antivirus product, Wells said agents will say they have good virus protection but they can benefit from having something that protects them from malware. When it was pointed out that AVG's product protects against malware, Wells said: Well, I was just using this as an example. Although EZ Tech Support is registered on Wells' behalf with the Oregon Secretary of State, he said the deal is owned by an investment firm he declined to name. Wells said he is also not involved in adware campaigns that distribute phone numbers that call EZ Technical Support. But he said the company will remove the adware for the people who call. We really pride ourselves on doing a good job for our customers, he said. Note: When you buy something after clicking links in our articles, we can earn a small commission. Read our affiliate link policy for more details. Do you have a family member continually clicking on links that they really shouldn't be? Perhaps you've been watching Mr. Robot and have since become wary of the fragile security of your computer. Anyway, you may be wondering how to protect yourself from viruses and malicious software such as trojans and that can potentially cost you money and, more importantly, your safety. The number of internet-connected devices per household is growing, and without sufficient protection, private devices and data are more vulnerable than ever before. Antivirus software usually does a lot of work, but mostly they are are malware and threat detection and removal. Typically, a higher price means more features, but that's not always the case. Do you know what you're looking for? Click here for offers and discounts on antivirus software. Below, we've compared the top-level products for leading personal antivirus software providers. We have done our best to compare each provider's most similar products based on price, number of users, and features included, although it should be noted that there are many more options available. Norton Security Premium \$54.99 10 Android and iPhone smartphones covered free 30 days trial Total Security \$59.99 5 Android and iPhone smartphones covered free 30 days trial Top lab results AV tests for protection Cheaper than AVG and covers more devices Mobile coverage at no additional cost Does not offer so much on the way to iOS Big price jump for coverage of various devices This low-level plan offers plenty of features and some powerful antivirus software for all your devices. Key lab test results av for performance The \$59.99 package includes AV Lab anti-phishing tests returned 0 cases of false detections. It's not the easiest to use. Some great features are hidden. Kaspersky's antivirus software offers almost foolproof virus detection and some additional features not offered by its rivals, although its sometimes complicated interface and menus can frustrate newcomers. Although antivirus is the most commonly used term, a virus is actually a specific type of malware. Malware is an umbrella term to describe the different types of harmful code, and a virus is a malware that is created to duplicate and spread as far as possible - hence the name, virus. There are other types of malware, e.g. trojan, worms, spyware and adware. Was this content helpful to you? GraphicAudio Review Take your audiobook game to movie-level productions, complete with sound effects -and no monthly subscription fees. McAfee Analytics McAfee offers a range of security and protection services for computers, tablets, and mobile devices. Avast reviews cloud-based endpoint protection for large and small businesses. Small.

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