

HOW CYBER INSURANCE CAN PROTECT YOUR BUSINESS

The need for cyber insurance is real. If you answer yes to any of these questions, you most likely need a cyber insurance policy:

- ✘ Does your business have a website?
- ✘ Does your business bank online?
- ✘ Does your business accept credit card payments?
- ✘ Does your business use Facebook, Twitter, or LinkedIn?
- ✘ Does your business store sensitive customer or employee data?

Cyber Insurance helps protect businesses from computer, network, and internet-based risks. The policy covers both first- and third-party loss. Every business that uses the internet, accepts credit cards, or uses a system network could benefit from cyber insurance.

YOUR CYBER EXPOSURE	HOW OUR CYBER INSURANCE POLICY RESPONDS
<p>SOCIAL ENGINEERING An employee is tricked into sending money to an imposter pretending to be a company manager, customer, or vendor.</p>	<p>Reimburses you for the money lost from a social engineering scheme.</p>
<p>FUNDS TRANSFER FRAUD A hacker breaks into your computer system and gains access to your online banking account. The hacker uses his access to request a funds transfer.</p>	<p>Covers the money lost but not reimbursed from a criminal fraudulently issuing instructions to your bank to electronically transfer funds.</p>
<p>RANSOMWARE An employee unknowingly opens a link in an email that contains a computer virus. The virus immediately begins encrypting files on your network. The criminals reach out to you demanding \$5,000 in return for unlocking the company's files.</p>	<p>Covers the ransom in excess of the deductible to unlock your files after consultation with the Insurer. <i>Under the vast majority of circumstances, ransom will not be paid or it may be illegal to pay pursuant to the Office of Foreign Assets Control regulations. This example is provided to illustrate that ransom payments may be covered under the policy.</i></p>
<p>NETWORK INTERRUPTION A computer virus brings down your customer order system. It takes three days before technicians can get it up and running again.</p>	<p>Reimburses lost profits and any extra expenses incurred while systems were down after an initial 8-hour down time threshold.</p>
<p>DATA BREACH A hacker gets past your security controls and breaches your network. Customer data records which included sensitive personally identifiable information were stolen. However, the extent of the breach and number of records implicated is undetermined without further security review.</p>	<p>Covers:</p> <ul style="list-style-type: none"> ✘ Legal fees, security experts, PR consultants, notification costs, and identity theft protection for customers impacted by the breach; ✘ PCI fines and penalties; and ✘ Defense and settlement costs for related lawsuits.
<p>NETWORK SECURITY Your website was hit with a virus that flooded your network with 10 times the normal traffic, rendering your system inoperable. The virus was transmitted to several key customer websites, bringing their systems down as well.</p>	<p>Covers lawsuits brought by those customers impacted by the virus transmissions and covers the cost to repair any damage to your data files.</p>

How Cyber Insurance Can Protect Your Business, continued

YOUR CYBER EXPOSURE	HOW OUR CYBER INSURANCE POLICY RESPONDS
<p data-bbox="99 342 545 369">MEDIA AND CYBER CRIME LIABILITY</p> <ul data-bbox="126 380 834 541" style="list-style-type: none"><li data-bbox="126 380 834 443">✦ A customer posted a complaint on your Facebook page. An employee posted a reply accusing the customer of lying.<li data-bbox="126 485 834 541">✦ A customer sues alleging you violated HIPPA as a result of the theft of customer health information.	<ul data-bbox="849 380 1487 541" style="list-style-type: none"><li data-bbox="849 380 1487 474">✦ Covers content related lawsuits for defamatory and slanderous comments made by your company on its social media accounts.<li data-bbox="849 485 1487 541">✦ Covers defense costs in defending the lawsuit and settlement payment of covered loss.