

WHY DO I NEED CYBER INSURANCE?

The way you do business has changed—shouldn't your coverages?

Did you know that 20% of all cyber attacks hit small businesses with 250 or fewer employees?

A loss of business data can come from loss, theft or simply employee error. Depending on the type of data lost, and who obtained unauthorized access, the consequences can be severe and expensive.

As most 16-20 year old hackers can access many company's files via security holes or sending an email attachment that an employee opens, what can you do to protect yourself?

Do you . . .

- . . . know where your electronic information and files are stored?
- . . . know the protections you do (or don't) have in place?
- . . . dispose of paper documents and old files?
- . . . have a disaster plan in case a breach occurs?
- . . . have funds set aside for the expenses that you will incur to investigate, fix and restore effected data?

You can tackle this daunting task on your own or let the experts help you out. Cyber coverage from American Westbrook takes care of the costs involved in crisis response, investigation, restoring what has been lost or compromised and other response costs.

Coverage includes:

- ❖ **Liability in the event of the theft, loss or unauthorized disclosure of confidential information or PII (Personally Identifiable Information):** This could be the loss of paper documents as well as data loss. Liability could include lawsuits, settlements and regulatory investigations, fines and/or penalties.
- ❖ **Data Breach Response Costs:** Response services that help you efficiently and effectively deal with a breach when it occurs, including:
 - Investigation and Forensics to determine nature, extent of breach and effected data
 - Costs to notify effected parties
 - Credit monitoring for impacted individuals
 - Call Center services
 - Other costs to mitigate damages
- ❖ **Cyber Extortion Coverage:** Responds to threats to perpetrate harm against an organization through the theft, disclosure or sale of confidential information unless money is paid.