

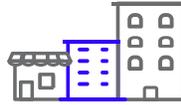
# Top 10 reasons you should consider purchasing cyber insurance

**A cyber attack happens every 39 seconds.<sup>1</sup>**



In fact, the odds of you becoming a victim of a cybercrime are greater than experiencing a loss due to flood or fire.

**Nearly all businesses are at risk.**



If you depend on a computer, tablet, smart phone or the internet to conduct business, you're exposed to cyber risks. Any digital device can be entry points for cybercriminals.

**Cyber risks are constantly changing.**



As technology evolves, so do the risks that threaten your business and the data you use every day. Having insurance to protect against new and evolving risks is critical.

**A data breach can be devastating.**



Nearly 40% of cybercrime victims spent \$50,000 or more responding to the attack.<sup>2</sup> That kind of money could damage or cripple a small business.

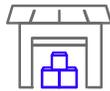
**No matter what type of business you run, where you're located, or how much time you spend online, cyber insurance could help save your business.**

**Hackers are highly organized.**



Cybercrime is big business, and is not just perpetrated by individuals, but often by highly organized criminal teams from countries like China, Russia and North Korea.

**You don't have to be a big business.**



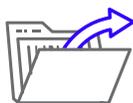
Nearly half of all data breaches target small businesses. That's because cybercriminals are looking for vulnerabilities and small businesses with outsourced or underfunded IT departments often have them.

**Coverage costs less than many other types of insurance.**



Compared to the cost of other types of business insurance, cyber coverage costs less for the level of protection it provides.

**You don't have to be targeted by a criminal.**



Cyber insurance helps to respond to an unintentional leak of personal data or records. According to one source, 9.7 billion data records have leaked since the start of 2019.<sup>3</sup>

**Businesses don't often budget for the risk.**



If you don't have insurance to cover a risk, this type of expense could put a small business out of business.

**Cyber insurance covers a broad range of costs associated with cyber risk.**



Our cyber insurance includes coverage for computer attacks, data breaches, cyber extortion, liability, misdirected payment and telecommunications fraud, and identity theft.

<sup>1</sup> Clark School study at the University of Maryland

<sup>2</sup> 2019 Zogby Analytics study sponsored by HSB

<sup>3</sup> IT Governance

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