



# Protect Your Business With Data Breach Coverage

## Did You Know?

- In the past, the average American small business was unlikely to be a target for cyber-attacks. Not anymore. There has been a sharp increase in hackers and adversaries targeting small businesses.
- According to the security company Symantec, cyber-attacks on small businesses rose 300 percent in 2012 from the previous year.
- Due to weaker online security and less sophisticated technology, smaller companies are more attractive for cyber criminals. **Basically, it is easier to access your stored sensitive data.**
- **If you do not have data breach insurance, you do not have protection** for these type of claims without obtaining specific coverage to protect you.

To obtain a quote for your insurance, including coverage for data breach, contact Member Insurance Agency at 855-MIA-TOOL, or [marketing@memberinsurance.com](mailto:marketing@memberinsurance.com).

Stolen credit card numbers and database hacking are both things you don't want your business or customers to experience. Yet, the recent incident that occurred at one of the nation's largest home improvement stores is an example that a data breach can happen even to sophisticated companies with expensive and expansive security.

**In addition to providing you with data breach liability coverage to pay those sums that you become legally liable to pay due to a data breach claim, the following services are included at no additional cost:**

### *Breach Counseling*

- Determine if a policy breach occurred.
- Assess severity of the event.
- Explain breach response requirements and best practices.

### *Crisis Management*

- Time-saving professional service to guide you in handling a breach.
- Work closely with policyholder and claims to outline an action plan.
- Public relations assistance to help restore your business' reputation.

### *Remediation Planning*

- Service recommendations to impacted individuals such as notification, call handling and monitoring products.

### *Notification Assistance*

- Letter templates and document review to ensure compliance with regulatory requirements.

### *Evidentiary Support*

- Documentation of steps taken and remediation services provided to manage the privacy breach.



# DATA BREACH: JUST THE FACTS!

85%

of data breaches involving credit cards are from small business

(Source: VISA)

60%

of small businesses shutdown within six months of being victimized by cyber crime

(Source: U.S. House Small Business Committee on Health and Technology)

31%

of data breaches investigated in 2012 were from organizations with fewer than 100 employees

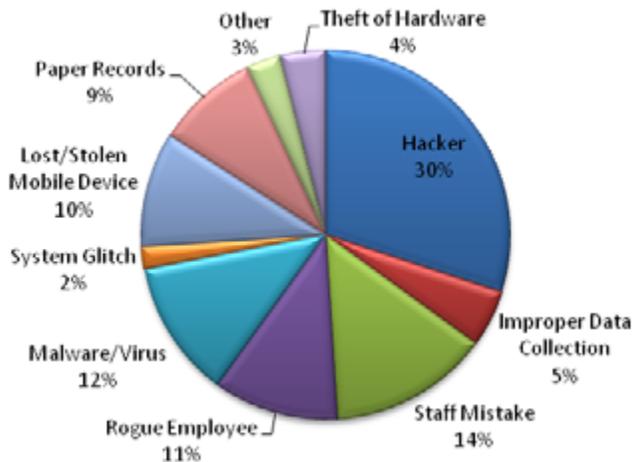
(Source: 2013 Data Breach Investigation Report, Verizon)

66%

of data breaches investigated weren't discovered for months or even years

(Source: 2013 Data Breach Investigation Report, Verizon)

## How a Data Breach Can Occur – Sources of Data Breaches by Exposure Type\*



\*Source: Net Diligence 2014 Claims Study

## Data Breach Defined

Loss, theft, accidental release or accidental publication of Personally Identifiable Information (PII) and Protected Health Information (PHI) including: Social security number, bank account number, credit or debit card numbers, driver's license number, patient history and medications.

## Who Needs Data Breach Coverage

Any business, small or large, that handles or stores any private customer, patient or employee data is at risk.

## Why Obtain Data Breach Coverage

**Time** – Fixing an identity theft problem can take significant time to repair. (Federal Trade Commission estimates an average of 400 hours)

**Money** – Most small businesses take out loans to keep the business going- loans linked to the owner's credit. Small business owners are popular targets for identity thieves because they have larger lines of credit, higher volume of credit transactions and valuable computer networks.