

FROM 2016 2015

doubled from

The number of identities stolen nearly

563.8 to 1.1 billion

IT'S BIG. Small businesses are a prime target for cyberattacks.1

If a data breach costs you even one loyal customer —





Small business owners experienced a cyber attack in the past 12 months²

The Numbers Tell a Story:

Percent of companies that rate their ability to mitigate cyber

attacks as "highly effective"2 Data breaches caused by a malicious or criminal attack³

malicious; or is perpetrated by an employee or outsiders.

Liability risks remain constant whether a data breach is accidental or



While IT glitches and business process failures were the cause 28 percent of the time.1

employee accounted for 25 percent of data

Compelling Reasons to Discuss

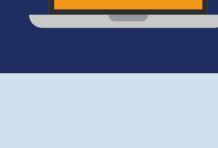
Cybersecurity With Your



Direct Cost

business owner, and might include:

Independent Agent or Broker:





Forensic examination to determine scope Notification of affected customers and other parties

Legal defense

breaches in 2016,3

Payments to a call center to handle customer questions

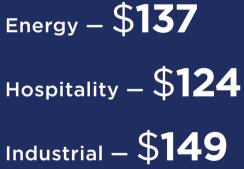
The cost of a data breach can be staggering to a

Credit or identity monitoring **Public relations**

Regulatory penalties or proceedings

The per record cost of a data breach averaged \$141 in 2017. The same study showed that, depending on the industry, the per record cost could be much higher. Healthcare – \$380

Financial Services – \$245



Transportation – \$123 Retail - \$154 Services — **\$223**

Cost of Lost Business

\$4.1 million on average.³ These include:

Increased customer acquisition costs

Reputation loss Negative publicity

Abnormal customer turnover

Diminished goodwill

While the average direct cost of data breaches is high,

the cost of lost business can be much higher—more than

in 2016, the likelihood of a cyberattack differs among industries and businesses.4 Here are four of the most vulnerable Financial Services — 24%

Any business is at risk: According to confirmed breaches

Healthcare organizations -15%

Public sector entities — 12%

Retail - 15%

require notification of data breaches

Loss Of Focus & Productivity:

recovering data, rebuilding corrupt systems, or

plugging vulnerabilities distracts you from your

Every minute, every hour, every day spent

passion — building your business.





of protection for you and your business. Contact your independent agent or broker to learn more about this critical protection that may be missing from

your current coverage.

- 3. Ponemon Institute 2017 Cost of Data Breach Study: United States 4. Verizon 2017 Data Breach Investigative Report

2. 2016 State of Cybersecurity in Small & Medium-sized Businesses by Ponemon Institute

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