

A woman with curly hair, wearing a light-colored checkered shirt and jeans, stands in a lush green field. She is holding a small plant in her right hand and a tablet computer in her left hand, looking down at the screen. The background is a soft-focus green field.

# **"I'm not large enough for a cyber attack."**

Agricultural businesses are learning the hard way that's just not so.

Your industry is under attack. And mega farms, dairies and ranches aren't the only targets. Your data is valuable, too.

And easier to steal. Agricultural businesses are adopting web-enabled applications and smart devices to measure farm conditions, operate machinery and control processes remotely. But as reliance on connectivity and data grows, so does the risk that cyber thieves will steal sensitive customer, vendor or employee data. Threaten to bring your systems down. Or worse.

Even with the best security, attacks happen. Cyber insurance protects against devastating losses.

## It happened to them – it can happen to you

# 33%

of U.S. businesses were cyber attacked in the past year\*

## Types of attacks

Victims experienced these common attacks. New threats emerge daily. Security can't keep up.

66%	Malware / viruses
34%	Ransomware / cyber extortion
17%	Distributed denial of service attack
22%	Social engineering

\*All statistics from 2019 Zogby Analytics study sponsored by HSB

## Consequences of attacks

Businesses that suffered cyber attacks experienced severe consequences:

54%	Business interruption
36%	Data loss
30%	Physical damage to equipment
22%	Reputation injury

## What are the risks

Most property policies exclude the damage caused by cyber attacks:

- Breach of confidential records
- Fraud, identity theft
- Intellectual property theft
- Damaged/destroyed data, systems
- Revenue lost during downtime
- Damaged reputation, lost trust
- Third party liability

## Rise of Ransomware

- 34% of businesses hit by ransomware got demands of \$5,000 to \$10,000.
- 13% were told to pay \$10,000 to \$100,000.
- 42% of businesses paid the ransom.

## Cyber coverage cuts your losses

Cyber coverage pays to get your business back to normal, helps you meet legal requirements and lessens the blow of income lost to downtime:

- Data recovery and re-creation
- System recovery and repair
- Lost business income
- Reputation management
- Ransom, extortion payments
- Data breach response expenses
- Identity recovery expenses
- Data breach liability and legal expenses
- Payments to fraudulent party

## About HSB

HSB, a Munich Re company, is a technology-driven company built on a foundation of specialty insurance, engineering and technology, all working together to drive innovation in a modern world.

### Cyber attack response costs

### AGRICULTURE

**27% spent \$5,000 to \$50,000**

**12% spent \$50,001 to \$100,000**