



# **“Worry about a cyber attack? I’m not worth it.”**

Commercial and residential building owners and managers are getting blindsided by the truth.

As technology transforms your industry, more building owners fall victim to cyber-attacks. Cyber thieves want your confidential tenant, vendor and employee data. And more Internet connectivity—for electronic rent payment, cloud computing, even remote-controlled heating and security systems—gives them more opportunities to get it.

With less cyber security than big companies, you’re an easy target for hackers. Recovery after an attack can be very costly, but cyber insurance pays for the specialists and services you need to restore data and systems, meet legal requirements and manage your reputation.

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

**53%**

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.

<b>53%</b>	Malware / viruses
<b>51%</b>	Ransomware / cyber extortion
<b>35%</b>	Distributed denial of service attack
<b>29%</b>	Social engineering
<b>25%</b>	Cyber extortion

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

## Causes of attacks

Hackers exploit mistakes and unsafe  
online practices by employees,  
contractors and third parties.  
Common missteps include:

- Clicking on fraudulent email links
- Providing confidential data to fake  
requests from trusted sources
- Failing to update passwords
- Using unsecured mobile devices

## 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

## Recovery costs really add up

**38%**

of victims spent \$50,000 or more  
responding to cyber-attacks\*

## 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 sompany, 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.

### Fast fact

### BUILDING OWNERS

**63% of commercial real estate** firms under  
\$500 million in assets said they're not prepared  
for a cyber-attack.