



HSB Total Cyber™

Comprehensive cyber insurance for small to mid-sized businesses

HSB Canada, part of Munich Re, is a technology-driven company built on a foundation of specialty insurance, engineering and technology, all working to drive innovation in a modern world, to keep you ahead of risk.

Cyber criminals employ a multitude of attack methods and new threats are constantly emerging. HSB Total Cyber is a comprehensive cyber insurance program designed to provide protection from a wide range of cyber risks, tailor-made for small to mid-sized enterprises.

Anyone is at risk

Cyber criminals can seemingly break into any computer system in any organization, from major corporations to credit bureau companies. If large, sophisticated organizations with robust cyber defenses can be penetrated, what chance do small and mid-sized businesses have?

Canadian small and mid-sized businesses are vulnerable to cyber attacks

21 percent of small businesses and 65 percent of mid-sized businesses have suffered a cyber attack in the past. Over half believe that there's a chance their business is currently vulnerable to a cyber attack or data breach, especially those whose business is larger than a sole proprietorship. Those whose business also sells products or services online are twice as likely to feel that their business is vulnerable than those who sell in-store only.*

If it happened to them, it can happen to anyone

Virtually all small to mid-sized businesses are at risk because they have computers and portable devices, store electronic data, retain people's private information and are dependent on the Internet. And cyber risk isn't limited to electronic attacks. An employee could lose a laptop or USB drive, or inadvertently send an

email with private data to the wrong address. And plenty of breaches occur when physical files of sensitive information are discarded or when an old computer is tossed.

Cost of cyber risk

The cost of cyber risk events is significant. Of the small to mid-sized businesses that were attacked, 58 percent said it cost them less than \$100,000, and 41 percent stated it was at least \$100,000.*



When a cyber event occurs businesses have to contend with multiple issues. Confusion and chaos reign as the business seeks to figure out what happened and how to respond. An incident needs to be investigated by a forensic IT specialist; legal counsel is often required; and notifications to clients need to be sent swiftly. Victims of cyber attacks will attest that often the most expensive and time-consuming part of the ordeal involves data recovery and reconstruction. Plus, typically once they're aware of a cyber event, businesses shut down their systems, leaving them unable to operate, interrupting their income.

HSB Total Cyber coverage highlights

HSB Total Cyber offers a bundle of eight coverages to provide multiple layers of insurance defense against complex, ever-evolving cyber risks.

- Data compromise response expenses - Pays insureds for forensic IT, breach notification, fraud alert and case management services, legal counsel, PR services, regulatory and PCI fines and penalties.
- Identity recovery - Identity theft services for business owners; case management and expense reimbursement for out-of-pocket costs, legal expenses, lost wages, and child or elder care.
- Computer attack - Pays data restoration, data re-creation and system restoration costs due to computer attack that damages data and software; includes business interruption and PR services.
- Cyber extortion coverage - Covers insureds' negotiator or investigator costs and payments for eliminating ransomware or extortion threat.
- Data compromise liability - Third party coverage for legal actions by affected individuals or judgements brought by federal or regulatory entities.
- Network security liability - Covers insureds' settlement and defense costs for suits alleging an insured's computer security negligence.

- Electronic media liability - Covers insureds' settlement and defense costs for legal action alleging copyright or trademark infringement, defamation of a person or organization, or violation of a person's right to privacy.
- Misdirected payment fraud - Pays for direct financial loss resulting from criminal deception using email, facsimile or telephone communications to induce an insured, or a financial institution with which an insured has an account, to send or divert money, securities, or tangible property.

Eligibility

Most business classes are eligible for HSB Total Cyber and a separate application is not required. For select classes some limit options require the completion of a questionnaire to determine limit eligibility.

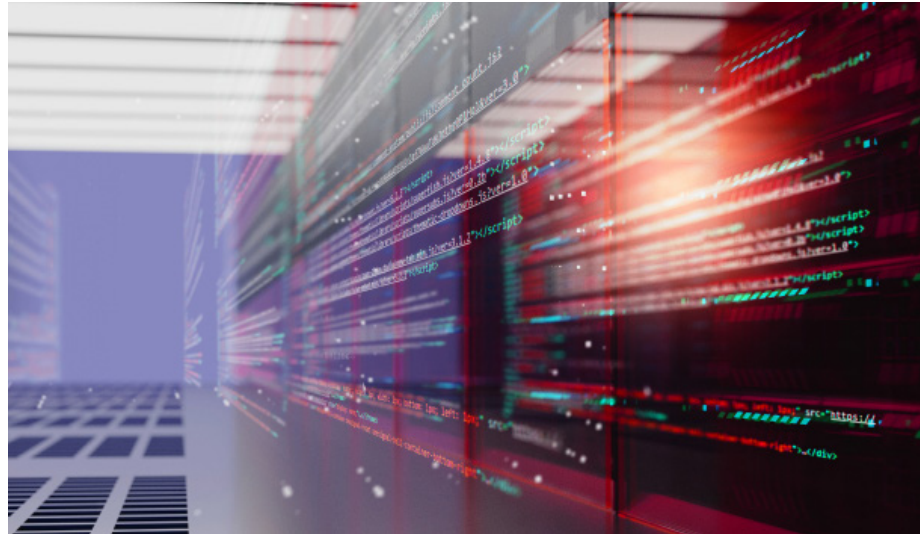
- Limited classes: financial institutions, hospitals, data processors, IT outsourcing companies, educational institutions (including private/public schools, colleges & universities), municipalities.
- Excluded classes: adult business, gambling or gaming, credit card or financial transaction processing, credit reporting agencies, collection agents, information/data brokers.

Limits

HSB Total Cyber is subject to an aggregate limit, options range from \$25,000 up to \$1,000,000. Sublimits for certain coverages may apply.

Deductibles

HSB Total Cyber deductibles vary from \$1,000 up to \$100,000 per occurrence, depending on limit option selected.



HSB Total Cyber response

HSB's cyber claim service is distinctive. Some providers representing offshore insurers unbundle the claims process and abdicate decisions to attorneys who just pay the bills. We do it differently.

HSB cyber adjusters are specialists skilled in assisting insureds in recovering. Our cyber claim specialists act as managers, coaching insureds and coordinating the response of multiple vendors to help policyholders lessen the impact and speed of restoration of operations. Almost like a 'cyber angel' for insureds, they provide guidance and marshal the expert resources for IT forensics, legal counsel, notification services, systems restoration, public relations and others that insureds need to recover.