

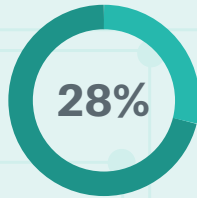
Digital lives. Real risks.

Cyber threats are no longer just a corporate problem. They're hitting households every day — and the stakes are high.

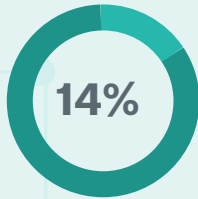
Cyber threats are closer than you think.



people have had personal data lost or stolen¹



had a social media account hacked¹



experienced online attacks¹



Average home cyber claim payout¹

If it connects to the internet, it could be at risk.

What you can do

- ✓ Enable two-factor authentication
- ✓ Watch for phishing and scams
- ✓ Back up your files
- ✓ Ask your insurance provider about personal cyber coverage

Simple steps.

Stronger protection.

People see the risk — but not the solution



Consumers aware of cyber threats²



Consumers aware of personal cyber insurance²

Most know cyber threats are real. Fewer know they can be covered.

Coverage that fits your life.

Costs are typically less than \$10/month

Covers online fraud, identity theft, data loss, and more

Often added to homeowners or renters' insurance

Can include services like ID monitoring and expert recovery support

Talk to your insurance provider to learn how you can protect your digital life.

¹ HSB Cyber Risk Consumer Study, October 2023

² Addressing the Personal Cyber Protection Gap – Insurance Information Institute & HSB, 2024