

Your small business and nonprofit clients are vulnerable. Follow these 5 steps to introduce cyber insurance to your clients.

## 1. EDUCATE | What is a data breach?

**Share the latest statistics to raise awareness of this growing and costly problem. For example:**

- ✦ **Who:** Big companies aren't the only victims of data breaches. About 43% of reported breaches involved companies with fewer than 250 employees.<sup>1</sup>
- ✦ **How:** 48% of data breaches are opportunistic and can be prevented if companies follow basic security measures.<sup>2</sup>
- ✦ **Cost:** On average, U.S. companies pay \$158 per compromised record in direct costs.<sup>2</sup>

Source: <sup>1</sup>Symantec 2016 Norton Cyber Security Insights Report, <sup>2</sup>Ponemon 2016 CODBS

## 2. EXPLAIN | How does a data breach happen?

**Most businesses think a data breach could never happen to them. Get your clients to overcome the mentality by explaining the most common breach scenarios:**

- ✦ Lost/stolen laptops and storage devices
- ✦ Accidental mailing/emailing to the wrong individual
- ✦ Improper document or office equipment disposal
- ✦ Unintended posting or sharing of sensitive data
- ✦ Breach caused by a third-party vendor

## 3. ASSESS | What is their risk?

**Determine if your client is vulnerable to a data breach with CyberScout's Data RiskCompass™. Answer a few short questions to learn more about the weaknesses in your client's data security and how to eliminate them.**

## 4. RECOMMEND | What are appropriate coverage limits?

**Use CyberScout's Breach Expense RiskCompass™ to help estimate the amount of first-party coverage your clients may need to properly respond to a data breach. Coverage includes:**

- ✦ Legal services
- ✦ Notification costs
- ✦ Fraud remediation expenses
- ✦ Call center support
- ✦ Credit monitoring
- ✦ PCI fines and penalties

## 5. FOCUS | What high value services are included as part of the package?

**Pre-breach education and training coupled with expert advice can dramatically reduce your clients' bottom line in the event of a claim. Cyber security and breach resources include:**

- ✦ Breach management portal
- ✦ 24/7 Breach Hotline available 365 days a year
- ✦ Data RiskCompass™ to help identify potential weaknesses
- ✦ Downloadable Incident Response Plans
- ✦ Security report from Security Scorecard
- ✦ Incident Response Services provided by Vedder Price



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