

CYBER LIABILITY COVERAGE

Organizations that use technology to do business are vulnerable to cyber risk. Avalon Risk Management offers a Cyber Defense Package that can protect your business against cyber crimes.

The number of cyber attacks in the United States is rapidly increasing. **1.1 billion identities** were exposed in 2016 due to data breaches - an increase of 95% from the previous year.¹ For smaller businesses, a data breach can be devastating. Studies show **60%** of small businesses fail within six months of a cyber attack.²

Cyber risk can come from a variety of sources, including:

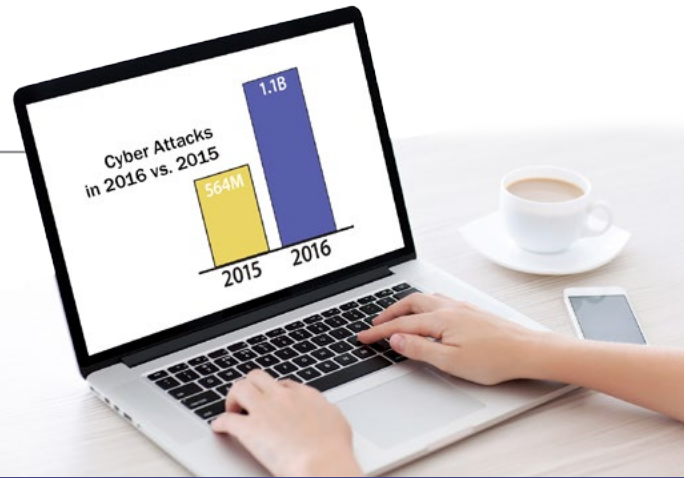
- Employees who share sensitive information
- Data stored or processed on the cloud
- Devices with outdated operating systems and unsupported software
- Vendors who are knowledgeable about and have access to your systems

CAN YOU AFFORD NOT TO BE COVERED?

Data breaches can cost thousands of dollars. At a cost of **\$217 per compromised record** in the United States, it could be the death of a small business.³ The more records an organization has on file, the greater their risk of financial ruin. With each record, the cost of handling customer notification, public relations, IT recovery, and legal issues increases.

DO THE MATH

For a business with **3,200** customer records, at an average cost of **\$217** per record, you're looking at a potential **\$694,400** expense.



Are you protected if any of the following incidents happen?

- **Data Breach** - Sensitive customer and employee information was stolen.
- **Cyber Extortion** - Your system is hacked and a ransom is demanded to restore access.
- **Business Interruption** - A cyber attack halts operations and significant revenue is lost.

Protect your business with Avalon's Cyber Defense Package.* Insurance can reduce the impact of a cyber attack and provide coverage for:

- Network Security Liability
- Privacy Injury Liability
- Notification Cost

**Coverage offerings vary by insurer.*

¹ ISTR April 2017

² National Cyber Security Alliance

³ "2015 Cost of Data Breach Study: United States" Ponemon Institute© Research Report 2015

FOR MORE INFORMATION, CONTACT YOUR LOCAL AVALON OFFICE OR VISIT WWW.AVALONRISK.COM