



# Consider protecting your business with cyber liability coverage.

## **What is Cyber Liability coverage and why do I need it?**

Every business has PII (Personal Identifiable Information). If you collect personal information such as social security numbers, banking information, driver's licenses, medical information, payment card information, customer information, and employee information you are exposed to cyber liability.

Now imagine you lose a laptop or business smart-phone; or receive a call from a customer that a credit card was improperly used after a visit to your store; or you receive and process a fraudulent request to transfer funds; or your system is held hostage until a ransom is paid in Bitcoins? What do you do now? Who do you call? What are the fines?

**We strongly urge all customers to consider purchasing cyber liability coverage.**

- I would like more information about a Cyber Liability policy.
- I understand and acknowledge that Cyber Liability coverage is available and I have decided not to purchase the coverage at this time. I am aware of the financial implications and coverage denials that may occur as a result of a cyber-related incident with my decision.

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**Print Name**

**Signature**

**Date**

Click to insert your agency information.