

Valued Business Customer:

I am writing to inform you of the Cyber Small Business Solution now available to you. The **Cyber Small Business Solution** is a **\$250,000 cyber liability policy** for businesses that fit a specific size and class of business for \$200 a year (subject to eligibility requirements).

You need cyber coverage. Consider these real-life claim examples and whether your business could afford losses such as these:

- A residential contractor became a victim of a social engineering attack and wired **\$35,000** to criminals after receiving fraudulent instructions.
- A dental practice found a ransomware demand for \$4,900 on a computer which contained protected health information (“PHI”) on 3,780 patients. In addition to paying the ransom the dental practice incurred the following expenses: IT services, legal services, breach notification expenses, identity restoration and credit monitoring, and public relations expenses totaled **\$49,428.79**.
- A professional services firm was hacked and personnel files of employees were breached. In addition to breach notification and credit monitoring services some employees filed suit against their employer. The total cost of the breach was in excess of **\$100,000**
- A retail store operating two locations was notified by Visa of a high incidence of fraud on their customer’s credit cards and was mandated to undergo a forensic examination to determine the source of the breach. The store engaged a forensic examiner which totaled \$26,200 in expenses. A month later, MasterCard assessed a Case Management Fee totaling \$6,000 and almost seven months after the initial notification, Visa assessed a non-compliance fine of \$5,000 to the store for this incident. The store had a total cost of **\$37,200** on this breach.
- A restaurant in Washington was notified of a breach by MasterCard due to a high level of fraud committed on customer credit cards who patronized their business. They were required to immediately undergo a forensic examination which totaled \$11,646.90. Six months later, the restaurant was notified by MasterCard that fines of \$26,242 for Fraud Recovery along with a Case Management Fee of \$8,000 were being assessed. Two months afterwards, Visa assessed a non-compliance fine for \$5,000. The restaurant had a total cost of **\$50,888.90** due to this breach.

The program application is limited to a signed acknowledgement statement. Coverage is effective the next business day upon payment with the downloadable certificate of insurance available within three days of the effective date. The cyber liability insurance is underwritten by a carrier rated “A” by A.M. Best.

Please contact me today for more information and to apply for coverage.

Best regards,  
[Your Agency]