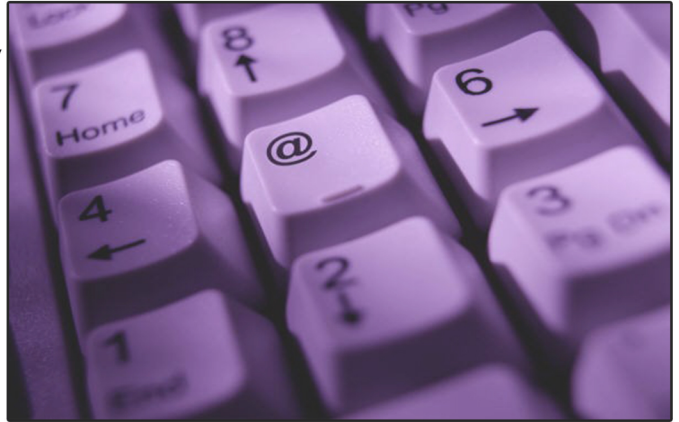


# Under Attack

## What Business Owners Can Learn From Sony

The headlines dominate the news – Sony Pictures gets hacked - Personal information and social security numbers of thousands of employees exposed - Trade secrets revealed - The lawsuits begin. If you think as a small business owner what happened to Sony won't happen to you – think again.

All it takes is one data breach, one stolen laptop, and one hacked account and suddenly everything you work for, everything you do, every dollar you earn is at risk.



Travelers Insurance recently shared some of the costs associated with cyber attacks and for the average business the numbers are alarming:

- **\$3.3 million in lost business**
- **\$1.6 million in post breach costs**
- **\$509,000 to notify clients**

What's not included in the total is what your business loses in client trust and brand reputation.

In the Sony cyber attack, the entertainment giant has lost millions in film revenue after initially pulling the release of 'The Interview' over threats of violence, it's been publicly embarrassed and criticized, and the number of lawsuits filed by current and former employees continues to grow as more than 15,000 argue the company failed to protect their private information. As a business owner, that's a headline you don't want to help write.

### The Threat to Your Business

No one is immune from cyber attacks. For Insurance Services Group these stories are hard to ignore because we know there are tools available to protect business owners.

### Cyber Liability Insurance

Cyber liability insurance is for any and every business owner regardless of size. You handle client account information, employee information, you have business practices you want to keep private, and banking information you can't afford be made public. Here's how cyber liability can protect you:

- Cover costs your general liability policy doesn't
- Takes care of costs for notifying customers
- Handles legal expenses
- Business interruption costs
- Even hiring a public relations firm if needed

According to security analysts, just one data breach can cost business owners an average of \$5.85 million. And they warn, the number of cyber attacks show no sign of slowing.

At Insurance Services we know we can help protect your business, your employees, your clients and give you peace of mind. Why put everything you've worked for at risk?

Our agents are happy to walk you through cyber liability coverage and answer any questions you may have. Contact our office at any time to get started: **(425)775-6446**.