



Hartford Steam Boiler



Risk Solutions

“Only big chains like Target get hacked.”
That idea is one reason why half the attacks are on smaller retailers.

Small and mid-sized retailers process plenty of confidential client data daily with less cyber security than big companies, making them easy targets for cyber crime. The more dependent on data and web-enabled technology, the more exposed you are to cyber-attackers who can steal data or threaten a system shutdown.

In retail, attacks are almost unavoidable. Former FBI Director Robert Mueller summed up the dilemma: “We have to be right all the time; the bad guy only needs to get it right once.” But recovery can be unaffordable. When an attack happens, cyber insurance helps your business recover.

It happened to them - it can happen to you

53%

of U.S. businesses were
cyber-attacked in the past year*

Types of attacks

Victims experienced these
common attacks. New threats
emerge daily. Security can't
keep up.

53%	malicious software
51%	viruses
35%	distributed denial of service
29%	ransomware
25%	cyber extortion

*All statistics from Zogby Analytics
study sponsored by HSB

Causes of attacks



Hackers exploit mistakes and unsafe online practices by employees, contractors and third parties. Common missteps include:

- Clicking on fraudulent email links
- Providing confidential data to fake requests from trusted sources
- Failing to update passwords
- Using unsecured mobile devices

What are the risks



Most property policies exclude the damage caused by cyber-attacks:

- Breach of confidential records
- Fraud, identity theft
- Intellectual property theft
- Damaged/destroyed data, systems
- Revenue lost during downtime
- Damaged reputation, lost trust
- Third party liability

Recovery costs really add up

38%

of victims spent \$50,000 or more
responding to cyber-attacks*

Cyber coverage cuts your losses



Cyber coverage pays to get your business back to normal, helps you meet legal requirements and lessens the blow of income lost to downtime:

- Data recovery and re-creation
- System recovery and repair
- Lost business income
- Reputation management
- Ransom, extortion payments
- Data breach response expenses
- Identity recovery expenses
- Data breach liability and legal expenses
- Payments to fraudulent party

FAST FACT RETAIL

19% of shoppers said they would stop shopping at a retailer that experiences a cyber-attack, even if the company took steps to strengthen their security according to a recent report.

HSB can help

A leader in technology and cyber insurance, HSB offers cyber coverage specifically for the cyber risks that threaten businesses.

Protect your business with cyber coverage from HSB.