

Is cyber insurance right for my business?

Cyber insurance is finding its way onto the agendas of businesses everywhere, but it's still a relatively misunderstood class of insurance. Because of this, many companies find themselves confused about how cyber insurance actually works and are skeptical about whether it makes sense for their business to purchase a policy.

We hear you. In an effort to answer some of your big questions and put your concerns to rest, here are six big reasons why buying a standalone cyber policy may be a smart decision for your business.



1 Attack prevention and expert incident response services, as standard

For most small-to-medium-sized businesses, having a robust in-house IT security team isn't always possible. But this can leave you with vulnerabilities across your network and without a place to turn if the worst does happen. Would you know what to do if you walked into the office one morning and your computer systems had been completely disabled by a ransomware attack?

Cyber insurance is a highly cost-effective way to gain access to the support you need in order to both prevent and respond to cyber events. Most cyber policies come with a number of risk management tools, such as simulated phishing campaigns, which can help reduce the chance of a successful real-life phishing attack, and dark web monitoring, which scans the dark web for data related to your business. A good cyber policy, will also offer proactive services which can help prevent attacks from happening in the first place. Finally, when it comes to responding to a cyber event, a good policy will give you access to IT experts, forensic specialists, PR firms, lawyers, and more, and often with a nil deductible.

2 Small-to-medium sized businesses are key targets for cyber criminals

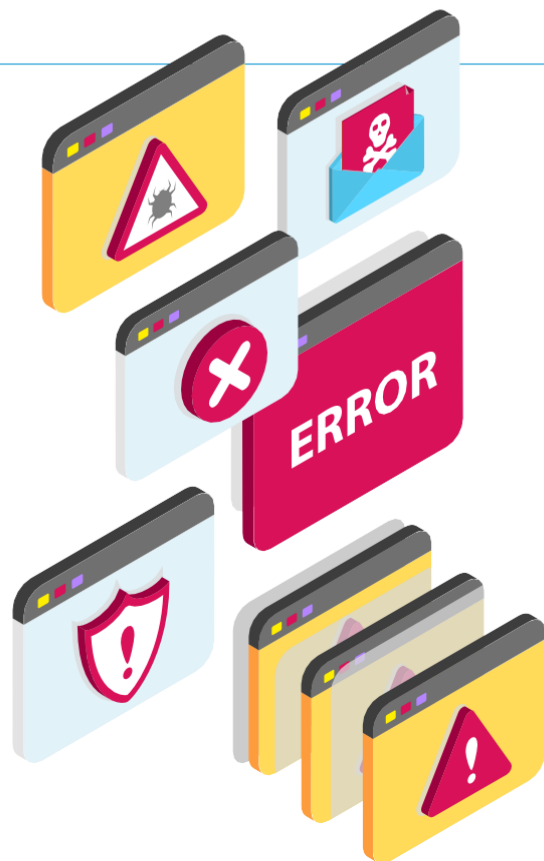
While the headlines focus on major security breaches at major companies, over three quarters* of small businesses reported a cyber attack in the past year. What you don't often hear about is the local law firm that mistakenly transfers \$100,000 to a fraudster after being duped by a social engineering scam or the doctor's office unable to use their computer systems for days because of a destructive malware attack. Just because events like these aren't reported in the mainstream media doesn't mean they aren't happening.

Cybercriminals target businesses that are vulnerable, not just valuable. They see smaller organizations as low hanging fruit because they often lack the resources necessary to invest in IT security or provide cyber security training for their staff, making them an easier target.

3 Your employees will probably click on something they shouldn't

Approximately three quarters of the cyber claims we deal with involve some kind of easily-preventable human error. Theft of funds, ransomware, extortion and data breaches often start with an oversight like clicking on a malicious link or attachment in a phishing email, or accidentally forwarding sensitive data to the wrong recipients.

The fact remains that humans are the weakest link in the cyber security chain no matter how hard we try. Cyber insurance is a cost-effective way to not only get access to risk management tools like phishing-focused employee training programs, but also to cover the financial loss if someone makes a mistake.





4 You aren't covered under other lines of insurance

Cyber cover in traditional lines of insurance often falls very short of the cover found in a standalone cyber policy. Property policies were designed to cover your bricks and mortar, not your digital assets; crime policies rarely cover social engineering scams - a huge source of financial losses for businesses of all sizes - without onerous terms and conditions; and professional liability policies generally don't cover the first-party costs associated with responding to a cyber event.

So, while there may be elements of cyber cover existing within traditional insurance policies, it tends to be only partial cover at best. A good standalone cyber policy, on the other hand, is designed to cover the gaps left by traditional insurance policies, and importantly, comes with access to expert cyber security, incident response and cyber claims handlers who are trained to get your business back on track with minimum disruption and financial impact.

5 Cyber insurance covers far more than just data breaches

Two of the most common sources of cyber claims we see aren't related to privacy at all - funds transfer fraud is often carried out by criminals using fraudulent emails to divert the transfer of funds from a legitimate account to their own, while ransomware can cripple any organization by freezing or damaging business-critical computer systems. Neither of these incidents need involve a breach of sensitive data, but both can lead to severe financial damage and are insurable under a cyber policy.

Many businesses think that cyber insurance won't be useful to them because they don't collect sensitive data. However, the vast majority of our cyber claims payments come from theft of funds or ransomware, and any business that uses computer systems to operate or transfers funds electronically will have a range of cyber exposures which a cyber policy can address.

6 The frequency of cyber claims continues to rise

One of our cyber insurance partners has dealt with more than 2,500 cyber claims in the past 12 months alone, and that figure continues to grow year on year as cybercriminals target more and more businesses. What's more, over the past two years 99% of cyber claims were paid - one of the highest claims acceptance rates of any product line. The industry as a whole is showing similar trends and low declination rates.

Information like this shows that cyber policies are doing what they set out to do, which is provide broad coverage for a range of technology and privacy-related risks affecting modern businesses, all backed up by proactive risk management and expert incident response and claims handling.

Do you have questions about whether cyber insurance is right for your business? Reach out to contact@leaderteam.ro today.