



CYBER COVERAGE

BUILT FOR YOUR BUSINESS

Cyber threats are on the rise, with over 20% of Canadian businesses having experienced a cyber incident.¹

While big company breaches tend to make headlines, the fact is that cyber criminals target businesses of all sizes, across every industry.

If you're hit, recovering can be costly, time consuming and may damage your business reputation.

That's why we offer a comprehensive insurance solution designed to meet today's evolving cyber risks and Canadian privacy laws.

WHY CONSIDER CYBER INSURANCE?

- ✓ Small and medium sized businesses account for almost half of all Canadian cyber security incidents.¹
- ✓ Small businesses face disproportionately larger costs per employee relative to larger organizations.²
- ✓ 58% of small businesses who suffered a cyber attack said it cost less than \$100,000, while 41% said it was more than that amount.³
- ✓ Failure to comply with Canada's mandatory privacy breach reporting and record keeping laws could result in fines.⁴

WHETHER:

- You've downloaded a virus and no longer have access to critical data
- An employee has lost a device with sensitive information
- A critical database has become corrupted by malware
- You've fallen victim to ransomware

OUR SOLUTION OFFERS:

- First and third party protection
- Full prior acts coverage available
- Worldwide coverage territory—regardless of where data is housed
- Coverage for regulatory fines
- Coverage for Payment Card Industry (PCI) Assessments
- Voluntary shutdown automatically covered
- Business Interruption period of restoration of 120 days
- Business Interruption period for Reputational Harm is 120 days

MORE THAN JUST A POLICY

Our Cyber Risk policies include access to our Cyber Assist[®] service at no additional charge.

Offered in partnership with CyberScout, a leading cyber service provider, Cyber Assist provides consultation on proactive measures you can take to protect your data, as well as reactive assistance in the event of a privacy breach or cyber incident.

Services include:

- Cyber hygiene consultation services
- Risk management resources
- Incident response planning
- Crisis management support
- Notification assistance
- Media relations consulting
- Extortion/ransomware support

¹Statistics Canada (2020), ²IBM Ponemon Institute, Cost of a Data Breach Report (2020), ³Léger Small Business Cyber Security Survey for Insurance Bureau of Canada (2021), ⁴Department of Justice Canada
^{*}Services provided by CyberScout, LLC. Services are not included in any cyber extension or endorsements. Services are not an insurance policy.

COVERAGE OPTIONS

Coverage/Feature	Explanation	
FIRST PARTY COVERAGE		
Incident Response Expense	Costs to notify and manage a privacy incident, including public relations expenses to manage reputation harm.	✓
Data Recovery Expenses and Bricking	Expenses to restore or recover data that has been damaged or corrupted by a breach; includes hardware replacement.	✓
Business Interruption, Contingent Business Interruption & Reputational Harm	Coverage for loss of business income as a result of an interruption in services from a cyber attack.	✓
Extortion Expenses	Ransom paid to recover customer's data under threat by a malicious third party.	✓
Cyber Crime**	Coverage for Funds Transfer Fraud, Telecommunications Fraud, Fraudulent Instruction and Invoice Manipulation Fraud (social engineering).	Optional
THIRD PARTY COVERAGE		
Cyber & Privacy Liability	Coverage for third party lawsuits alleging a breach of private customer information or the unintentional spreading of malware to another network.	✓
Media Liability	Third party lawsuits arising out of content created or published for the Insured that results in libel, slander, copyright infringement, violation of privacy or plagiarism.	✓
Regulatory Expenses	Regulatory fines and expenses resulting from a privacy breach.	✓
PCI Assessments	Expenses and fines incurred in responding to a payment card (PCI) breach.	✓
Limits	Maximum available aggregate limit of insurance.	\$5 million
Cyber Assist	Access to consultation on proactive measures to protect your business, as well as reactive assistance in the event of a privacy breach.	Included at no additional charge

** Requires additional underwriting and premium charge.

CYBER RISK CLAIMS EXAMPLES

Business Interruption | \$204,000

A mid-sized manufacturer of metal component parts had its network breached. Malware infected its computer network, including automation systems. The company's IT contractor spent two days recovering electronic data from corrupted storage devices, but not all data was recoverable. While data backups were only a month old, the integrity had not been verified and so the data was useless. It took an additional 48 hours of reinstalling, repairing and reconfiguring the company's computer systems before the company was again operational.

Business income was lost over the four days the company could not operate. As a result of the interruption, the manufacturer experienced an insured first party loss of \$204,000 (\$4,000 for forensic investigation and assistance and \$200,000 for business income loss).

Denial of Service Attack | \$34,000

Hackers attempted a DDoS (Distributed Denial of Service) attack on an online retailer in which a network of systems sent a high volume of fake traffic to take the website down. The retailer had expenses to rebuild its website and also lost sales over the five days it took to restore the site.

Malware | \$50,000

Over the weekend, malware infected the computer network of a local veterinarian's office. On Monday, the office staff was locked out of the software that assists in the daily operations of their vet clinic and was unable to service customers or contact them to reschedule appointments.

IT forensics was called in and able to unencrypt the computer system. Expenses to restore the system cost \$50,000.

Reputational Harm | \$125,000

A small professional services company had a privacy breach and their customers' private information was posted on the Dark Web. After notifying their customers of the breach, the company's reputation was damaged. Some of their customers lost trust and moved their business elsewhere.

About Us

Northbridge Insurance is a leading Canadian commercial insurer. Working closely with our broker partners and leveraging our in-depth industry expertise, we help businesses operate more safely so they can worry less about risks and focus on opportunities.

[Learn more at www.northbridgeinsurance.ca](http://www.northbridgeinsurance.ca)