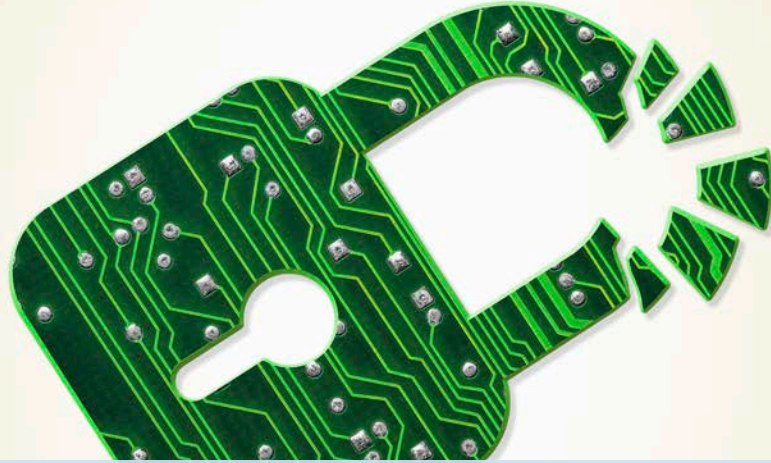


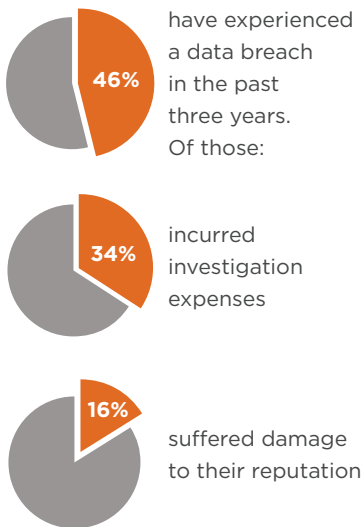
## THE HARTFORD'S INCIDENT RESPONSE



## THE HARTFORD HELPS BUSINESSES SURVIVE AND THRIVE AFTER A CYBER BREACH.

### CYBER BREACHES ARE AMONG THE TOP 5 RISKS TO BUSINESSES

According to The Hartford's *2015 Midsize Business Monitor*, **77% of midsize businesses store sensitive data**, making cybersecurity a top risk. Consider these stats from the same source:



Even the most vigilant of businesses can suffer a cyber attack with serious consequences. The cost goes beyond inconvenience and notification expenses to the very heart of a company's reputation.

That's why we've developed response services to help businesses prevail through a breach, as well as prepare and protect themselves before a breach with our approved panel of professional third-party providers.

### OUR FIRST RESPONSE: PROFESSIONAL ASSISTANCE

The Hartford has developed a panel of third-party service providers with deep breach response experience. We call them CyberChoice First Responders.<sup>SM</sup> After a breach, they can help businesses:

- Coordinate a timely and efficient response
- Comply with regulatory requirements
- Protect the company's brand
- Provide real identity risk solutions to their customers

The Hartford's CyberChoice First Responders can help businesses round out their incident response plan, and as a customer of The Hartford, they'll have the additional benefits of:

- A 24/7 cyber incident hotline based in the U.S., available by phone: 212-277-1458
- Pre-negotiated rates
- Vendor availability

Together We Prevail™

continued



## IMMEDIATE RESPONSE CAN HELP REDUCE LIABILITY

After a breach, it's critical to comply with state notification requirements quickly to avoid further liability and damage. That can be a daunting task.

But with The Hartford, policyholders have access to top breach response partners to help them execute their incident response plan with all of the following services:

**Legal:** Breach counseling to help determine if a breach has occurred and to manage the breach response process

- Lewis Brisbois Bisgaard & Smith LLP
- Marshall, Dennehey, Warner, Coleman & Goggin
- McDonald Hopkins
- Mullen Coughlin

**Relations and Crisis Communications:** Crisis management and public relations to help restore a business's reputation

- Fleishman-Hillard, Inc.
- JadeRoq

**Computer Forensics:** Computer forensic investigators to determine the nature and scope of the incident

- Fidelis Cybersecurity Solutions
- Kivu Consulting
- Kroll, Inc.
- Navigant
- Nuix
- Stroz Friedberg
- Trustwave, SpiderLabs

**Notification Services and Call Center:** Notification and call center assistance to help prepare notification letters that comply with regulatory requirements

- AllClear ID
- Epiq Systems
- Experian
- ID Experts

**Credit Monitoring and Identity Protection Services:** Remediation recommendations for impacted individuals, such as credit monitoring and identity protection and restoration

- AllClear ID
- Experian
- ID Experts
- TransUnion

## BRIDGING THE GAP FROM PREVENTION TO PROTECTION

The Hartford's cybersecurity services provide a complete solution to help businesses prevent cyber risks, as well as take action when breaches happen. So they can avoid or reduce the business interruption that data breaches cause.



In 2015, the average settlement for data breach lawsuits grew to **\$881K, up 58%** from 2014, while the average cost of crisis services rose to **\$500K, up 36%** from the prior year.<sup>1</sup>



Percentage of claims by business sector (N=160)

- Healthcare **21%**
- Financial Services **17%**
- Retail **13%**
- Technology **9%**
- Professional Services **8%**
- Nonprofit **4%**
- Hospitality **4%**
- Restaurant **4%**
- Media **2%**
- Energy **2%**
- Manufacturing **1%**
- Entertainment **1%**
- Transportation **1%**
- Telecommunications **1%**
- Gaming & Casino **1%**
- Other **11%**

## LEARN MORE.

Visit [thehartford.com/cyberchoice](http://thehartford.com/cyberchoice) today.



Business Insurance  
Employee Benefits  
Auto  
Home

<sup>1</sup> NetDiligence® 2015 Cyber Claims Study, [www.netdiligence.com/downloads/NetDiligence\\_2015\\_Cyber\\_Claims\\_Study\\_093015.pdf](http://www.netdiligence.com/downloads/NetDiligence_2015_Cyber_Claims_Study_093015.pdf)

The Hartford has arranged for data risk management services for our policyholders at a discount from some third-party service providers. Such service providers are independent contractors and not agents of The Hartford. The Hartford does not warrant the performance of third-party service providers even if paid for as part of the policy coverage, and disclaims all liability with respect to use of or reliance on such third-party service providers.

This document outlines in general terms the coverages that may be afforded under a policy from The Hartford. All policies must be examined carefully to determine suitability for your needs and to identify any exclusions, limitations or any other terms and conditions that may specifically affect coverage. In the event of a conflict, the terms and conditions of the policy prevail. All coverages described in this document may be offered by one or more of the property and casualty insurance company subsidiaries of The Hartford Financial Services Group, Inc. Coverage may not be available in all states or to all businesses. All information and representations herein are as of March 2018.

In Texas, this insurance is underwritten by Twin City Fire Insurance Company.

The Hartford® is The Hartford Financial Services Group, Inc. and its subsidiaries, including Hartford Fire Insurance Company. Its headquarters is in Hartford, CT.