

THE HARTFORD'S INCIDENT RESPONSE



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

A QUICK RESPONSE TO A DATA BREACH HELPS LOWER COSTS.

The 2017 Ponemon Institute Cost of Data Breach Study reports that **the faster** a data breach can be identified and contained, **the lower the costs.**¹



Failure to quickly identify data breaches increases costs. Having a fully functional incident response process can reduce data breach costs.

- 2017 average total cost for breaches: **\$3.18 million** taking **less than 30 days** to contain
- 2017 average total cost for breaches: **\$4.35 million** taking **30 days or longer** to contain

Malicious or criminal attacks take longer to identify and detect. Having tools that heighten forensic capabilities can lead to lower data breach costs.

- 2017 average total cost for breaches: **\$3.23 million** taking **less than 100 days** to identify
- 2017 average total cost for breaches: **\$4.38 million** taking **100 days or longer** to identify

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.SM 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

Public 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

- Ankura (acquired Navigant Cyber)
- Cylance
- Kivu Consulting
- Kroll Advisory Solutions
- Nuix
- Stroz Friedberg
- Trustwave, SpiderLabs
- The Crypsis Group

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 Data Breach Resolution
- 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 Data Breach Resolution
- 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.

LEARN MORE.

Visit TheHartford.com/cyberchoice today.

¹Ponemon Institute 2017 Cost of Data Breach Study

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 August 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.



Business Insurance
Employee Benefits
Auto
Home