

# JUST BECAUSE IT'S IN THE CLOUD, DOESN'T MEAN BAD GUYS CAN'T REACH IT.

Seemingly every day some large national company has its critical information hacked. Confidential corporate financial information, sensitive customer data, R&D and intellectual property are being stolen or compromised at a record pace, sometimes irreparably damaging brand reputations. What's even more frightening is that cybercrime doesn't just hit big companies. In fact, the majority of attacks are on small to medium-sized companies. Are you prepared and protected?

**40%**  
increase in cyber breaches in 2016<sup>1</sup>



Nearly **2/3<sup>rds</sup>**  
of cyberattacks are on small/medium businesses<sup>2</sup>

**55%**

of small businesses reported at least one data breach in the past year<sup>3</sup>



**1/2**

of those had multiple breaches<sup>3</sup>

#### AVERAGE COST OF A DATA BREACH:

**\$4m**  
(large companies)<sup>4</sup>

**\$84k–\$148k**  
(small companies)<sup>5</sup>



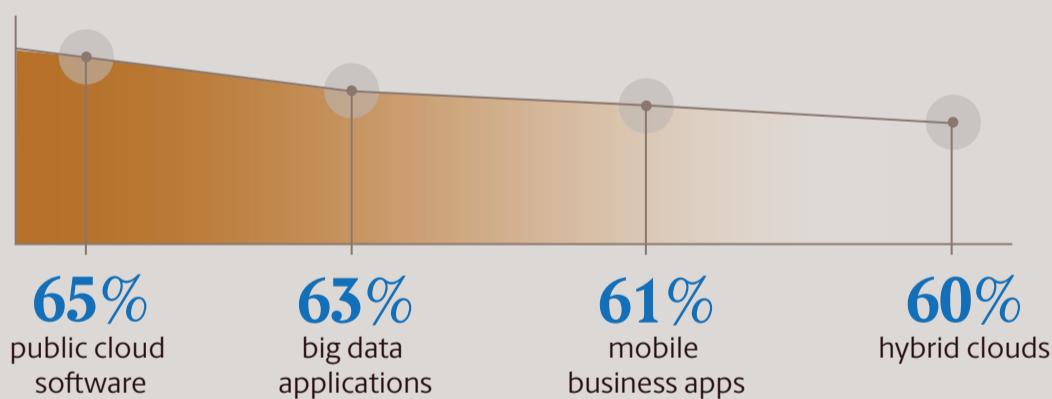
#### CONSEQUENCES:

Big companies are typically better equipped to handle it; smaller ones are not, and the cost of notifying customers alone can do irreparable damage to your bottom line.

**60%**

of small businesses fail within 6 months of a cyberattack<sup>3</sup>

#### TECHNOLOGIES MOST AT-RISK FOR SECURITY BREACHES:<sup>4</sup>



**90%**  
of U.S. small/medium businesses **DO NOT** use data protection for company and customer info<sup>5</sup>



Only **50%**  
of U.S. small/medium businesses have secured company email to prevent phishing scams<sup>5</sup>

**“It can’t happen to me” probably isn’t the best cyber liability insurance strategy.**

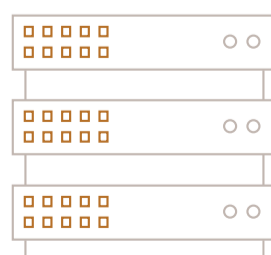
UPS Capital® Insurance Agency, Inc., a leader in the protection of goods and information in your supply chain, now brokers comprehensive cyber liability insurance\* policies that can help you reduce the risk of cyber incidents, so you have one less thing to worry about. Policies provide broad coverage, and full-policy limits include both first- and third-party liability coverage. This is a big advantage over business owners insurance policies, which typically only offer third-party coverage. Unfortunately, 90% of claims are first-party liability.<sup>6</sup> We protect you with:

#### FIRST-PARTY COVERAGE

- Public relations
- Forensics investigation
- Business interruption protection
- Paying cyber extortionist
- Breach notification mailings
- Call center support
- Credit monitoring
- Regulatory defense

#### THIRD-PARTY COVERAGE

- Law suits from affected individuals or others



UPS Capital®

To learn more, call 877.242.7930  
or visit [upscapital.com/product-services/cyber-liability-insurance](http://upscapital.com/product-services/cyber-liability-insurance).

<sup>1</sup> Insurance coverage is not available in New York and Vermont.

<sup>2</sup> Bloomberg Technology, 1/17/2017

<sup>3</sup> PropertyCasualty360.com, 5/27/2015

<sup>4</sup> Champlain College, Graduate Studies, 2017

<sup>5</sup> Forbes Insights, 2017

<sup>6</sup> The Guardian (U.S. edition) 1/21/15

<sup>7</sup> Internal analysis by AIG

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