



DATA BREACH: JUST THE FACTS

Market Opportunity	The national Data Breach market for small businesses is estimated at \$1.5B.*
Data Breach Defined	Loss, theft, accidental release or accidental publication of Personally Identifiable Information (PII) including: <ul style="list-style-type: none"> • Social security number; • Bank account number(s); • Driver's license number; • Patient history and medications
How a Breach Can Occur	<ul style="list-style-type: none"> • Unauthorized access (such as by former employees or vendors); • Stolen or lost paper files; • Stolen or lost laptop or computer disks; • Stolen credit card information; • Employee error or oversight
Who Needs Data Breach Coverage	Any business that handles or stores any private business, customer and patient or employee data is at risk. Key industries include: <ul style="list-style-type: none"> • Professional Services (eg: lawyers or accountants) and Outpatient Healthcare practices based on the importance of their relationships with clients and patients and the information they store. • Retailers & Restaurants based on the significant number of debit and credit card transactions. • Financial Services and Insurance Agencies based on the type of sensitive customer information stored.

COVERAGE DETAILS

1st Party Response Expenses	<p>Coverage includes ...</p> <ul style="list-style-type: none"> • Legal & Forensic Services (\$5,000 sub-limit) • Crisis Management/Public Relations • Notification Expenses • Good Faith Advertising Expenses (\$5,000 sub-limit) • Services for impacted individuals (eg: credit monitoring, help line, if warranted) <p>Available Limits: \$10,000; \$25,000; \$50,000; \$100,000 Per Claim Deductible: \$1,000 for \$10,000 and \$25,000 limits \$2,500 for \$50,000 and \$100,000 limits</p>
3rd Party Defense & Liability Expenses (including defense costs)	<p>Available Limits: \$50,000; \$100,000; \$250,000; \$500,000 No deductible applies Claims made basis</p>

SERVICE DETAILS

Access to a proprietary data breach web site providing	<ul style="list-style-type: none"> • Tips and resources to help businesses minimize the chance for a breach and how to safeguard PII • Legal requirements by state • Information on how to create a data breach incident response plan • Guidance on what needs to be done if a breach occurs
Team of breach experts who will	<ul style="list-style-type: none"> • Assist if your customer believes a breach has occurred and determine the potential severity of the breach; and • Consult on "next steps" to address a breach situation

*Identity Theft 911 based on 30% penetration of businesses with fewer than 21 employees

WHY DATA BREACH COVERAGE IS IMPORTANT TO YOUR CUSTOMERS

- The number of data breach incidents is on the rise, and the regulatory requirements that need to be satisfied when a breach occurs can be significant.
- Small business owners have a deep sense of responsibility to their employees, patients and customers. When a breach occurs, trust is violated, putting these important relationships in jeopardy. Small business owners want to quickly restore their customers' trust and business' reputation.

With our Data Breach Offering, if a breach occurs, your customers will have ...

- The peace of mind of knowing they have the insurance coverage needed to pay for certain response expenses necessary to comply with notification regulations and to help cover lawsuits that may be brought against them as the result of a breach; and
- The confidence that services are available to help mitigate any damage to their business' reputation and to help restore loss of customer, patient or employee trust.

THE HARTFORD DIFFERENCE

Unlike some carriers that offer Data Breach coverage ...

- We make this coverage available as an endorsement to our Spectrum Business Owner's policy vs a standalone policy. This saves you processing time and gives your customers the convenience of one policy and bill.

- Customers have the flexibility to purchase 1st Party Response Expense and 3rd Party Defense & Liability Expense coverage, or only 1st Party Response Expense coverage.
- Our offering includes pre and post-breach services to help minimize the occurrence of a data breach and expert assistance if one occurs.
- We offer this coverage to most industries including Financial Services and Outpatient Healthcare.

Keep in mind that The Hartford offers a portfolio of Data Breach products. Customers needing increased coverage and/or higher limits can consider our CyberChoice products available through Hartford Financial Products.

LEARN MORE

- Visit iMarket. Follow Small Commercial>Learn More About The Hartford>
 - Lines of Business>Spectrum OR
 - Our Industries>Outpatient Healthcare
- Visit the Products & Services tab on the eBusiness Center (EBC)
- Contact your Hartford representative

This document outlines in general terms the coverages that may be afforded under a Hartford policy. 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 Hartford 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.