



DATA PROTECTION IS EVERY BUSINESS' PROBLEM

INNOVATIVE TOOLS

Any business that collects or stores personally identifiable information (PII)¹ on their customers, employees or patients, whether electronically or on paper, is at risk of a data breach. And in fact, 1 in 3 data breaches investigated in 2012 were from organizations with fewer than 100 employees.²

CREATE CONFIDENCE THROUGH INNOVATIVE TOOLS

When sensitive data is exposed, your customer's reputation is on the line. Use these tools with your customers to not only make sure they're prepared, but to show them why they need The Hartford's Data Breach coverage.



Data Risk Calculator

Helps your customer understand their potential risk for a data breach, including tips that can help your customer improve their data security policies



Data Breach Expense Calculator

Innovative tool that estimates how much a data breach could cost your customer



Marketing Central

Visit Marketing Central for additional Data Breach marketing materials – including resources created specifically for outpatient healthcare

¹ Personally Identifiable Information includes full name, social security number, credit card numbers, bank account information

² Percentages are approximations based on the Verizon 2013 Data Breach Investigations Report

INSURANCE COVERAGE, AND THEN SOME

In addition to their reputation being on the line, there are 51 laws governing 50 jurisdictions in the United States that require notification to impacted parties. Your customer may also need to notify state and federal agencies and credit bureaus. Is your customer prepared?

The Hartford's optional Data Breach program provides:

- Coverage to help pay for expenses associated with responding to a breach like notifying impacted individuals
- Coverage to help pay for defense costs and any awards, settlements or judgments a business is legally obligated to pay resulting from a breach incident
- Access to proactive breach services to help mitigate the likelihood of a breach
- Access to breach response services to help contain a breach if one occurs



Coverage is subject to the policy terms and is individually underwritten. Data breach services must be purchased in order to have data breach defense and liability coverage. In TX, this insurance is written by Sentinel Insurance Company, Ltd., Hartford Casualty Insurance Company, Hartford Lloyd's Insurance Company, Hartford Underwriters Insurance Company, Twin City Fire Insurance Company, Hartford Accident and Indemnity Company and Hartford Fire Insurance Company. In WA, this insurance is written by Hartford Fire Insurance Company, Hartford Casualty Insurance Company, Hartford Accident and Indemnity Company, Hartford Underwriters Insurance Company, Twin City Fire Insurance Company, Sentinel Insurance Company, Ltd. and Hartford Insurance Company of the Midwest. In CA, this insurance is written by Sentinel Insurance Company, Ltd. (CA lic. #8701) and its property and casualty affiliates, One Hartford Plaza, Hartford, CT 06155.

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