



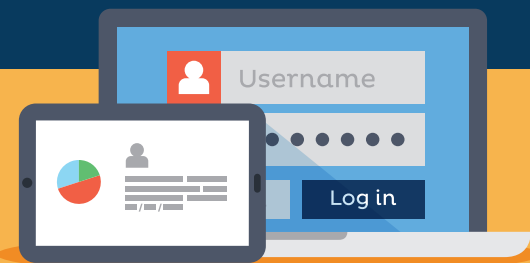
Risk e-Business: Just the Facts

You may think that cyber insurance is just a gimmick to sell more insurance, but the fact is many industries now require specific cyber coverages and/or limits in their business contracts. Additional cyber insurance myths include:



“I can’t afford another \$1,000 for cyber insurance.”

Can you afford not to have cyber insurance? The median loss for a cyber breach is **\$30,000**.



“I am not in a high tech business.”

You don’t have to be. Do you have customer data of any type? Do you have intellectual property? Do you have employees? Social Engineering, System Intrusion and Basic Web Application Attacks **represent 92% of all breaches** in North America.



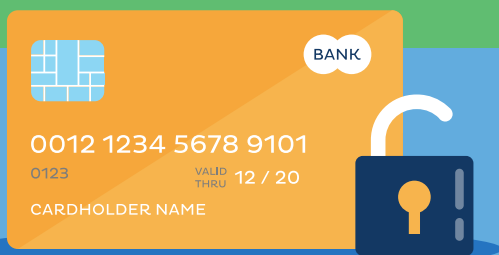
“Hackers focus on large companies.”

Businesses with **fewer than 1,000 employees** see almost as many cyber attacks as larger companies. And, smaller organizations have higher costs relative to their size than larger organizations, which can hamper their ability to recover financially.



“I don’t do business on the internet.”

Perhaps not, but if you store any customer or employee data on a computer and you use the internet, you are still at risk. System Intrusion, Miscellaneous Errors and Basic Web Application Attacks **represent 80% of breaches** for small businesses in North America.



“I don’t have any valuable data.”

All data is valuable to a hacker. Ransomware is now evident in **approximately 10% of all breaches**, putting you, your employees, and your customers at risk.



“I have anti-virus software.”

That’s great! But it may not be enough. **85% of reported breaches** involve an element of human error.

It’s not a matter of if your business will be a victim, but when. Visit **GAIG.com/Cyber** to learn how cyber insurance from Great American Insurance can help provide small business owners true peace of mind.

Source for all statistics: Verizon 2021 Data Breach Investigations Report

Great American Insurance Group, 301 E. Fourth St., Cincinnati, OH 45202. Some products are not available in all states. Coverage description is summarized. Refer to the actual policy for a full description of applicable terms, conditions, limits and exclusions. Policies are underwritten by Great American Spirit Insurance Company and Great American Fidelity Insurance Company, authorized insurers in all 50 states and DC. The Great American Insurance Group eagle logo and the word marks Great American® and Great American Insurance Group® are registered service marks of Great American Insurance Company. © 2021 Great American Insurance Company. All rights reserved. 5592-CBR (7/21)