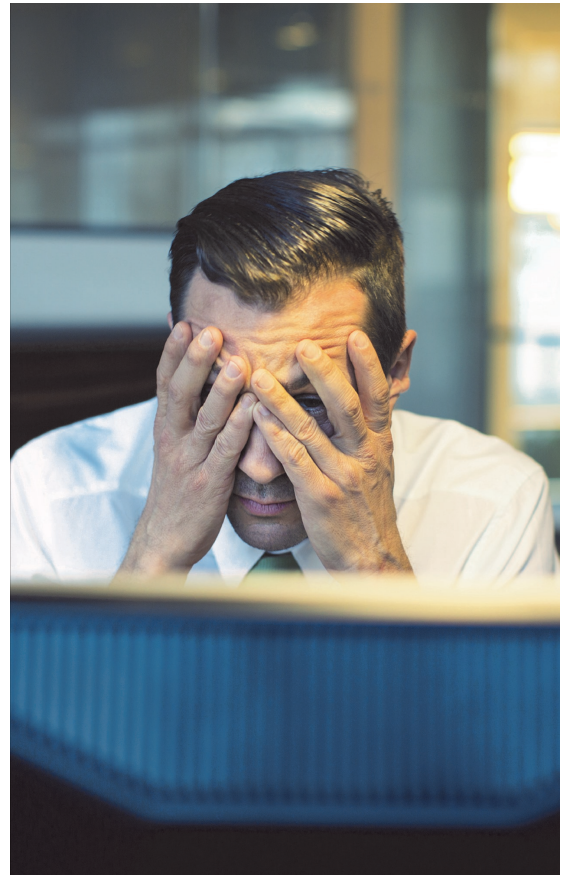




*Thinking. Ahead.*

## AMC Cyber Liability Program for Agencies

All insurance agencies collect personally identifiable information (PII) and company identifiable information. Agency's collect insured's business and individual PII information every day. Data management is an essential part of today's business which includes customer credit cards, employee health information, company banking information, websites and the use of marketing lists to name a few. Data has value and the management of data creates duties and significant liabilities which is protected by Cyber Liability Insurance (CLI). Your agency secures insurance coverages to protect your firm from financial loss. Most agency insurance packages include coverage for agency E&O, CGL, BOP, Auto, WC policies, etc. Your agency's insurance coverages will protect your agency against loss to tangible property and E&O events but not from negligent management of data and the resulting damages. What does the AMC Cyber Liability Program cover?



### **What does system damage & interruption cover?**

This is first party cover that protects companies against their own losses resulting from damage to data caused either deliberately by a malicious employee or hacker, or totally accidentally (the infamous "fat finger"). The system interruption cover stems directly from this but is restricted to malicious employees, hackers or computer viruses. This provides protection against loss of profits arising directly from these perils.

### **What does cyber & privacy liability cover?**

This provides liability cover, including legal defence costs and indemnity payments, for claims brought against you arising from a data security breach, whether through electronic means or otherwise. This is provided on an "all risks basis". The cover is also extended to include liability protection against claims arising from you spreading a computer virus or your systems being used to hack a third party.

### **What does privacy breach notification cover?**

This provides first party cover for the cost of complying with breach notification laws. Cover is also included for voluntary security breach notification where this will help to mitigate an impact upon the company's brand or reputation. The cover itself will pay for the

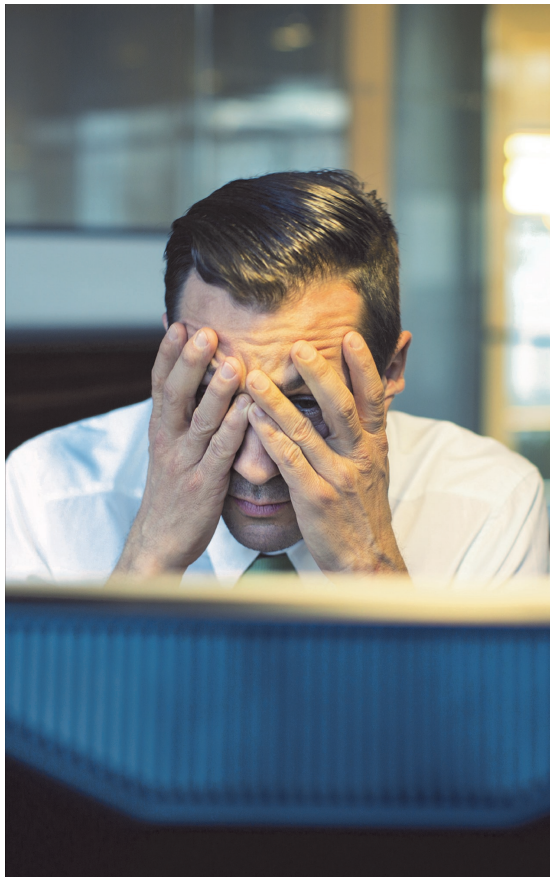
legal costs of drafting a breach letter, the cost of printing and posting the letter, credit monitoring costs, and forensic costs that may be required to identify the extent of the breach.

### **What does media liability cover?**

This provides comprehensive liability cover including legal defense costs as well as indemnity for damages and fines (where insurable). Essentially this cover protects against claims for intellectual property rights infringement (excluding patent) and defamation arising from content published by the company or on its behalf. This cover also extends to social media and user generated content, including company and employee blogs.

### **What does regulatory privacy cover?**

This provides cover for the costs associated with defending yourself against a regulatory action brought against you as a direct result of a privacy breach, including actions brought by federal regulators such as the FTC and similar state or industry bodies. Cover is also extended to include fines and penalties that are issued as a result where these are insurable by law.



## Claim Examples:

Most agencies collect customer data from credit cards and other forms of personally identifiable information (PII). Agencies also collect employee protected health information and company banking information. It is not uncommon for an agency over several years to accumulate tens of thousands of customer PII data. The consequences

of an act of negligence in collecting or retaining data can be:

- A disgruntled employee or a hacker stealing your employee's or customer's PII data.

- Perhaps your company out sources or shares space to store your PII data and that information is compromised resulting in a breach (unauthorized disclosure use or access to your data) and identity theft.

As a principle or owner of the agency, if a breach occurred these are the potential exposures/costs you would experience:

- Legal fees and costs (ex: breach guidance, investigation, notification, e-discovery, litigation prep, contractual review, case defense, etc.) These costs, excluding trial, are estimated to exceed \$100K.

- Other costs (ex: notification vendor, call centers, PR vendor, ID theft insurance, credit monitoring, ID restoration, attorney oversight).

- Potential damages (ex: fraud reimbursement monies of customers/ employees, credit card replacement, etc.)

## Contact Information:

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## COVERAGE LIMITS

Cover	Limits		
	Bronze Package	Silver Package	Gold Package
System Damage & Business Interruption	\$250,000	\$500,000	\$1,000,000
Breach Notification	\$100,000	\$150,000	\$250,000
Cyber & Privacy Liability	-	\$500,000	\$1,000,000
Media Liability	-	-	\$1,000,000
Regulatory Privacy Actions	-	-	\$1,000,000

## RATING GUIDE

Last Complete Year Revenue	Package			Deductible
	Bronze	Silver	Gold	
0 - \$1,000,000	\$300	\$400	\$500	\$2,500
\$1,000,000 - \$3,000,000	\$600	\$800	\$1,000	\$2,500
\$3,000,000 - \$5,000,000	\$1,200	\$1,600	\$2,000	\$2,500
\$5,000,000 +	Refer to Underwriters			
	Please note premium charge is subject to taxes and fees.			