

# Did you know that 96% of Cyber-Attacks are directed at SMEs?

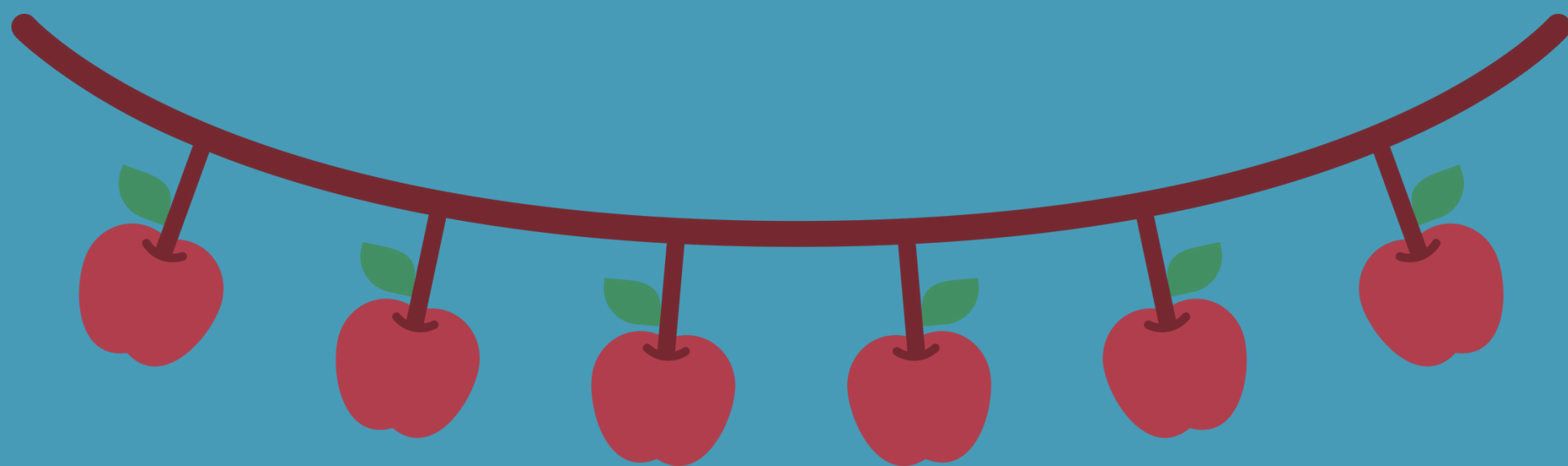
BUT WHY, WHAT'S AT RISK AND  
WHAT CAN YOU DO TO PROTECT  
YOUR BUSINESS?



# Low-hanging fruit

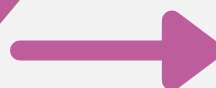
Cyber-criminals look for the easiest and fastest way to be successful.

Smaller organisations may have less resources and time to train staff on cyber-security risks.



# Gateway to larger targets

Many SMEs are connected to the IT systems of larger partner organisations, enabling cyber criminals the opportunity to infiltrate larger, more secure organisations through their suppliers. Many of these IT relationships are identifiable through publicly available data!



# Collateral damage

When a cyber-attack is launched against a large partner or technology provider, smaller businesses can be collateral damage, disrupting their business, breaching their data and affecting their reputation.



# Two main types of loss

1st party loss - you've been hacked and your data and/or funds have been stolen, or you have been locked out of your systems and told to pay a ransom.

3rd party loss - cyber-criminals have infiltrated your systems and stolen your customers' data (e.g., credit card details), resulting in potential financial harm for your customers and reputational damage for you.



# Why Cyber Insurance?

It's a modern day solution to a modern day problem.

Cover gives you access to a team of specialists, from forensic IT experts to lawyers, who will:

- Assess the damage
- Handle ransom demands and get systems back under your control
- Try to recover stolen data
- Help protect you from further attacks
- Deal with legal implications (ICO etc.)





**90% of all  
cyber-losses are  
uninsured**



# To find out more speak to Pound Gates

Our expert team is ready to assist you

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