

HACKED SYSTEMS.  
STOLEN LAPTOPS.  
LOST TRUST.

IS YOUR BUSINESS  
PREPARED FOR A  
BREACH?



## EXPERTS SAY IT'S NOT A MATTER OF IF, BUT WHEN...

**you will experience a data breach.** Now you have a comprehensive data defense plan available to you with access to:

Risk  
reduction tools

Breach  
response plans

An ally who  
reacts swiftly

Complete remediation helps you right the ship, so your reputation and your customers' trust can be restored. Call **212.922.0659** to add data breach services to your policy today.

**Berkley Asset Protection** is pleased to offer data breach optional coverage to help protect your company's good name.

What's a breach? An incident resulting in the unauthorized disclosure or potential exposure of sensitive, protected data.

Lost data may involve personally identifiable information (PII), such as Social Security numbers, credit card numbers, bank accounts and personal health information (PHI).

Add data breach services to your policy, call **212.922.0659** today.

THE FACTS:

**49 PERCENT**  
OF DATA BREACHES  
ARE DUE TO A LOST OR  
STOLEN COMPUTER.<sup>[1]</sup>

**MORE THAN  
13,000** DATA BREACH  
INCIDENTS HAVE BEEN  
MADE PUBLIC SINCE  
2005.<sup>[2]</sup>

**97 PERCENT**  
OF BREACHES CAN BE  
PREVENTED WITH BASIC  
MEASURES.<sup>[3]</sup>

[1] 2014 Ponemon Institute Fourth Annual Benchmark Study on Patient Privacy & Data Security [2] DataLossDB.org, December 2014 [3] 2012 Verizon Data Breach Investigations Report

Brought to you by:



For more information, call 212.922.0659 or visit us at [www.BerkleyAssetPro.com](http://www.BerkleyAssetPro.com).