



Five Steps to Avoid Cyber Insurance Pitfalls:

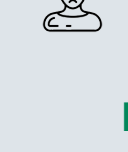
Problem 1:

Firms don't know why they need cyber insurance.

Don't let your thinking get **WARPed**...

Wrong: Assuming security takes place of insurance.
It doesn't!

The best security tools and teams will still have a chance of failure.



Application: Applying for insurance is too complicated & confusing.

Not with the right cyber insurance specialist!
With DataStream, it'll take 15-20 minutes to get quotes from 40+ carriers!



Risk: Assuming your business is too small to be hit.

You aren't!

Obscurity isn't security. SMBs account for 98% of cyber insurance claims.



Price: Cyber Insurance is too expensive.

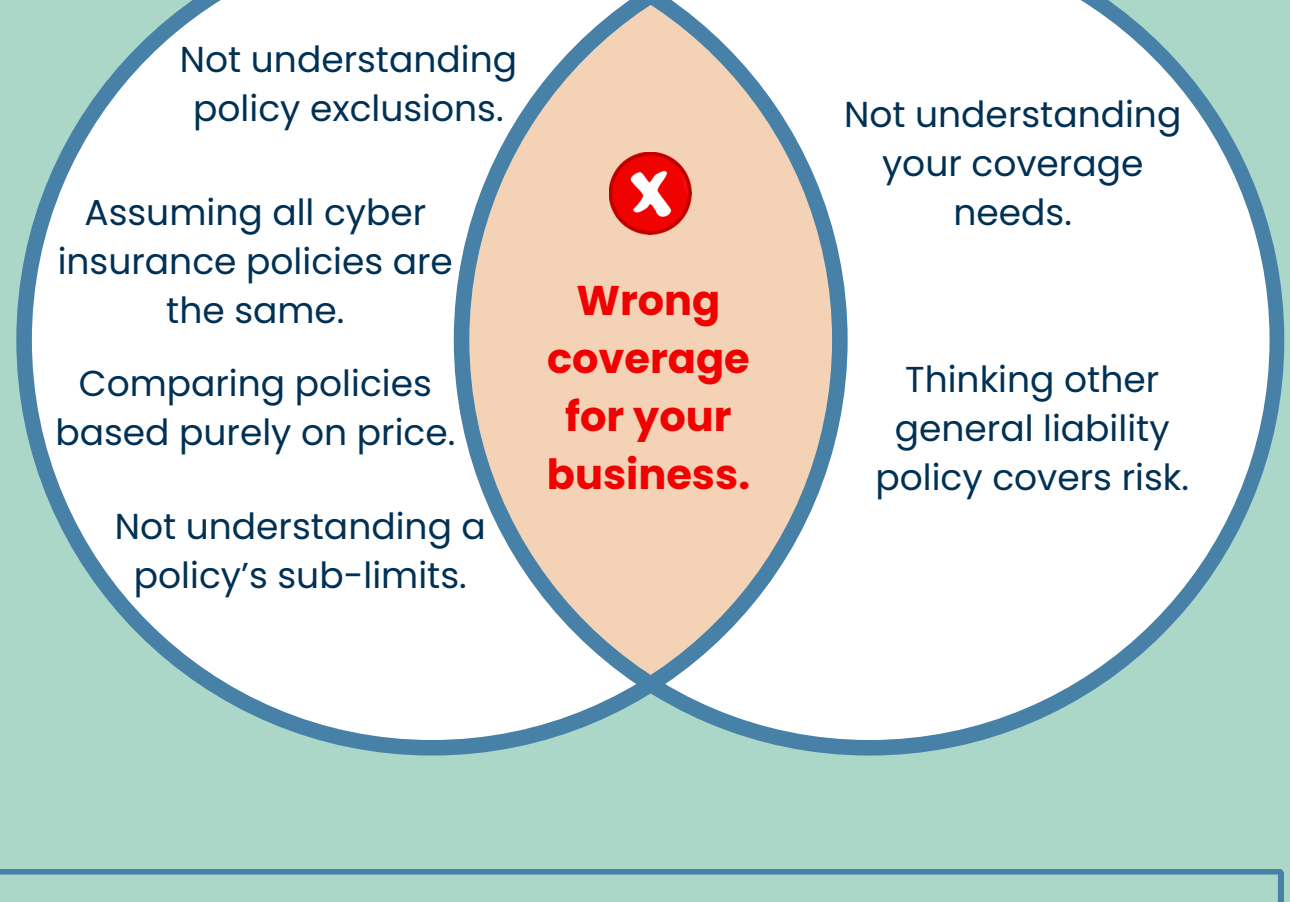
Not for most SMBS – 80% of firms can get \$1M in coverage for \$900-\$2400!

Problem 2:

Firms don't know what they need.

Doesn't understand the insurance policy specifics.

Doesn't know company specific needs or current coverage.



Preparation Tips:

- Conduct a Business Impact Assessment (BIA) to identify key coverage needs.
- Review current cyber coverage (add-ons, endorsements, warranties, standalone policies).
- Ensure coverage includes key areas and consider a minimum limit of \$1M.
- Understand the policy limits typically chosen by peer companies.

Problem 3:

Firms aren't ready to apply.

Insurance companies price risk by how likely you are to have a cyber event & how severe events will be if one happens.

You look like a 'bad risk' if...

you're missing key cyber security technology controls.

you're missing key personal processes, training, & plans.

This will lead to fewer quotes and higher prices.



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- Failing to prioritize proactive cyber security
- Ignoring free cyber risk resources offered by vendors

- Overlooking employee training and awareness
- Neglecting incident response or disaster plans

- Especially when applying for policy before mitigating key risks

Problem 4:

Firms struggle during the application process.

You should now be in the easy part! If you...

- Know the importance and value of cyber insurance.
- Know your business and cyber insurance basics, so you know what coverage you need.
- Already have the right basic cyber security technology and cyber security people/processes/plan in place.

Just make sure...



The right people are on the application...

so you fill out...



... the correct responses!

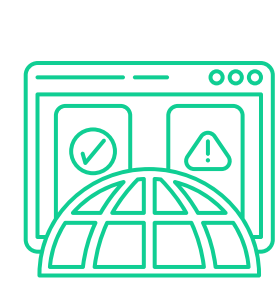
Problem 5:

Firms don't stay on top of their risk.

Once you have the right policy in place, **two key things** to remember:



1. Maintain your cyber posture. The #1 reason (aside from incorrect applications) that claims are denied comes from firms failing to maintain the cyber security they originally had in place.



2. Keep aware of a changing landscape. What fits your business this year, might change next year. Make sure to revisit your risk when renewing.

[Click here to learn about the common cyber insurance pitfalls.](#)

[Scroll to bottom of the linked page ^]

brokerage@datastreaminsurance.com