

DATA BREACH **RAPID RESPONSE** PROGRAMS



The lifetime value of your customer
— and their identity —
is well worth protecting

When it comes to protecting the most valuable people in your business, actions really do speak louder than words. That's why we've created a data breach response program that's quick to implement, won't cost a fortune and will go a long way towards minimizing the fallout from customers, shareholders and regulatory agencies.

The fallout can be severe. Recent studies show the cost of failing to protect customers' private data is on the rise.

- **Nearly 23 million adults received a data breach notification in 2007**
- **20% immediately terminated their account with the company**
- **40% are considering termination**
- **Average remediation cost is \$197 per lost record**
- **Lost business opportunity cost rose 30%, from \$98 in 2006 to \$128 in 2007**
- **Breaches by a 3rd party account for 40% of total**
- **Average total per-incident costs: \$6.3 million**

*Source: The Ponemon Institute



We specialize in cost-effective IDENTITY THEFT and DATA BREACH RAPID RESPONSE Programs

In the event of a security breach of personal data, we can immediately help notify, inform and protect your customers, employees and members from becoming victims of identity theft and fraud.



Our Data Breach Programs are specifically designed to provide the best known identity theft protection features:

- ID THEFT RESTORATION EXPERTS
- ID THEFT FRAUD EXPENSE COVERAGE
- CREDIT REPORT MONITORING
- CREDIT FREEZE AND FRAUD ALERTS
- INCOME AND EXPENSE PROTECTION
- NOTIFICATION SERVICES
- PRIVATE WEB PAGE UPDATES
- DEDICATED PROFESSIONALS
- INTERNET SECURITY ALERTS
- COMPLIANCE DOCUMENTATION



Mobilize The Defense, Minimize The Fallout

Preparing against the sudden loss of personally identifiable information is the first step towards an effective breach response.

Rather than simply flipping on a switch to provide credit monitoring (which provides only after-the-fact reporting), our goal is to quickly remove the points of pain in a data breach / identity theft incident.

We can assist your staff to prepare in advance of a breach:

- We'll work with you to establish appropriate response and crisis team members
- Assess the timeline, responsibilities and deliverables in advance to minimize impact on staff, which will accelerate the decision-making and action steps in time of crisis
- Help prepare pre-flighted outbound communications to affected individuals
- Test run of a data import sample and process for instant coverage
- Open a 24/7 communication channel in case of a breach

Our services provide everything necessary for an effective breach response:

- Our streamlined enrollment process covers each individual within 24-48 hours
- Only minimal personal information is needed (no sensitive data required)
- We can provide custom packages and pricing to meet most budgets
- Price is dependent on group size, the type of service and coverage needed
- Prices range from under \$1 to \$4 per person, per month
- Our programs are backed by one of the world's largest insurance firms and a leader in the field of technology risk (AIG)

The lifetime value of your customer — along with their identity and peace of mind — is worth protecting in the event of a data breach.

Contact us today to learn how your company can be pro-active in preparing against a sudden loss of personally identifiable information on the most valuable people in your business.

Cover My ID!

Cyberian Insurance Services

1-866-609-3604 x108

DBR2@CoverMyID.com

Or visit our website at www.DataBreach911.com
and www.CoverMyID.com



"When one of our valued clients quickly needed Fraud Alert Insurance for a data breach, we found Cover My ID! to be very knowledgeable and extremely customer service focused. That certainly made our job easier!"

Joyce Pinkley, CPCU, CIC
Brown & Brown Insurance of Oklahoma

We can immediately provide:

1. Identity Theft Restoration Services
2. \$25,000 ID Theft Insurance Coverage
3. Credit Report Monitoring
4. Credit Fraud & Freeze Alerts
5. Easy, Secure, Instant Enrollment

For the breach management team:

6. Private, Informational Web Page
7. Breach Notification Letter-Template
8. Customer Relations Online Dashboard
9. Compliance Documentation
10. Exceptionally Low Premium Cost

