



## Cyber Suite Claims | Hospitality Examples



### Keep Your Business Safe

**74% of all cyber-attacks on the hospitality industry involve intrusions on Point-of-Sale systems.** With Alaska National's Cyber Suite coverage, keep your business protected from a full range of cyber incidents.

This document is intended for informational purposes only and does not modify or invalidate any of the provisions, exclusions, terms or conditions of the policy and endorsements. Claims examples are hypothetical and for illustration purposes only. For specific terms and conditions, please refer to the coverage form.

\*All statistics from Zogby Analytics study sponsored by HSB

### Hospitality

Credit card payments. Online reservations. Loyalty clubs. Email promotions. The hospitality industry is online and accumulates customer data. Your industry's dependence on the Internet and data attracts cyber-attacks, and has data that cyber criminals want. This makes hospitality a prime target for cyber crime.

Hackers exploit mistakes and unsafe online practices by employees, contractors and third parties. Common missteps include:

- Clicking on fraudulent email links
- Providing confidential data to fake requests from trusted sources
- Failing to update passwords
- Using unsecured mobile devices

### What are the Risks

Most property policies exclude the damage caused by cyber-attacks:

- Breach of confidential records
- Fraud, identity theft
- Intellectual property theft
- Damaged/destroyed data, systems
- Revenue lost during downtime
- Damaged reputation, lost trust
- Third party liability

### Cost

Recovery costs really add up:

**38% of victims spent \$50,000 or more responding to cyber-attacks\***

### Cyber coverage cuts your losses

Cyber coverage pays to get your business back to normal, helps you meet legal requirements and lessens the blow of income lost to downtime:

- Data recovery and re-creation
- System recovery and repair
- Lost business income
- Reputation management
- Ransom, extortion payments
- Data breach response expenses
- Identity recovery expenses
- Data breach liability and legal expenses
- Payments to fraudulent party

**Alaska National has a team available to help, 24/7 at 1-888-HSB-LOSS.**

**To learn more about Cyber Suite contact your Alaska National Underwriter today.**

