

CYBER SUITE CLAIMS EXAMPLE FOR RESTAURANT FRANCHISE

RESTAURANT FRANCHISE

Hackers used a phishing scheme to access and monitor a franchisor executive's email account. When the executive sent emails to franchisees with details of a franchise-wide software transition, the thieves impersonated the software company and tricked 21 franchisees. They were then able to access the franchisees' systems, install malware and steal credit card information.

BUSINESS IMPACT

The thieves infected 21 systems and stole 64,000 credit card numbers—8,800 of which included names. Also, the infected hard drives became evidence for IT forensics experts and had to be replaced. Income was lost while a third party worked to restore systems. The franchisor was legally required to notify all those affected, damaging the reputations of both the company and franchisees.

COST

Costs associated with cyber attacks can be crippling for any business. Cyber Suite coverage was able to mitigate some of the losses for the manufacturer:

Forensic investigation	\$100,000
Business income loss	\$12,300
Breach notifications	\$50,300
System restoration	\$26,800
Total Cost	\$189,400

FAST FACTS

53% of US businesses were cyber attacked in the past year.
38% of victims spent \$50,000 or more responding to cyber attacks.
Employees and vendors are the biggest cyber security weakness for small and mid-sized businesses. 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.

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KEEP YOUR BUSINESS SAFE

A phishing attack puts customers from multiple franchise locations at risk.

With Alaska National's Cyber Suite coverage, keep your business protected from a full range of cyber incidents.

