

# Competitive advantages

## Give yourself the advantage of Zurich Security and Privacy Protection Policy

Zurich's Security and Privacy Protection Policy offers coverage designed to respond to today's risks. Our broad understanding of the security risk environment and the trends that influence it positions us to address customers' risks effectively.

In today's world, the likelihood of a data breach is continually escalating. So is the cost. Any company that handles data – whether on employees, customers, vendors, or business partners – is exposed to potential business costs and lawsuits associated with a breach.

## A broader, enhanced policy that stands apart in the marketplace

### Third party coverage:

- Security and Privacy Liability coverage, which includes limited coverage for regulatory proceedings defense costs
- Internet media liability coverage (available as an option)

### Privacy breach costs coverage (available as a first party coverage option):

- Forensic investigation expenses of a company's computer system to determine the cause or extent of a privacy breach
- Certain legal and public relations expenses

### Other first party coverages (available as options)

- Business income loss and dependent business income loss coverage
- Digital asset replacement expense coverage
- Cyber extortion threat and reward payments coverage

## Our easy-to-read, concise form offers numerous advantages, including:

- Broad privacy breach costs coverage (available as an option), reimbursing the company for certain costs incurred directly resulting from a privacy breach or violation, such as those to retain an accountant, attorney, public relations consultant or other third party to:
  - Conduct a forensic analysis of a company's computer system to determine the cause or extent of a privacy breach
  - Determine if there is an indemnification obligation with respect to a wrongful act of a service provider in connection with a privacy breach or violation
  - Notify the Company's affected individuals or applicable regulatory agencies of a privacy breach or violation
  - Effect compliance with any privacy regulation most favorable to the Company's affected individuals
  - Establish new account numbers for the Company's affected individuals
  - Engage public relations services to counter or minimize the actual or anticipated adverse effects of negative publicity
  - Procure credit monitoring services for the Company's affected individuals
- Consumer Redress Fund applies to full liability limit
- Liability coverage extends to service providers of the insured and anyone else for whom the Insured is legally responsible
- Claims made coverage trigger on the liability and media coverage
- Right and duty to defend (except for a Regulatory Proceeding)
- Regulatory proceeding coverage extends to both Privacy and Network Security

- Definition of “Insured” includes independent contractors
- Personal Information does not require “name in combination with”
- Final adjudication and non-imputation clause for the Fraud exclusion
- 50/50 hammer clause includes defense and damages
- Imputation to the Company of representations made in application is limited to officers, risk manager, general counsel of the Company or any Insured Person serving in a functionally equivalent position
- Subrogation “in the event of any payment”
- Optional notice of circumstances
- 30 days post policy reporting period for claims
- Policy goes into automatic runoff upon a takeover
- Worldwide coverage where legally permissible
- Bodily injury exclusion has a carveback for privacy events

## Specialized knowledge of critical markets

Zurich also addresses the unique needs of a number of specific markets through our specialized teams in areas such as:

- Financial Enterprises
- Specialty E&O
- Middle Market Technology
- Healthcare Professional Liability

Combined with our in-depth research and understanding of the regulatory environment, this means we can address the insurance risks raised by legislation such as:

- HIPAA
- Gramm-Leach Bliley

- Existing identity theft or privacy protection legislation or regulations in 44 states, the District of Columbia and numerous foreign jurisdictions, and any ensuing similar legislation and regulations

## Powerful resources to support customers’ efforts at prevention

- Each customer is provided complimentary access to the NetDiligence eRisk hub, a Web-based information resource for assistance with breach prevention and for recovery services should a breach occur.
- Zurich’s Risk Engineering assessment is available to all prospective customers, to assist in developing a tailored risk management approach (available on a fee-for-service basis).

Additionally, Zurich’s engagement with specialized vendors offers support that complements insurance coverage.

Resources may help customers with:

- Their efforts to prevent breaches by security compliance assessments to ascertain whether a company’s systems comply with regulations and generally accepted security standards.
- Recovery services in response to a breach focusing on forensic analysis, notification and regulatory documents filing.
- Making available information regarding credit monitoring services and recovery services for those affected by identity theft.

## Financial stability of Zurich\*

In the current market, the financial stability of the insurer is more important than ever. Zurich American Insurance Company is rated A (stable) by A.M. Best.

Zurich HelpPoint: Zurich “delivers when it matters” is at the core of our customer-centric way of doing business.

### Zurich

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This fact sheet is intended as a general description of certain types of insurance and services available to qualified customers through the companies of Zurich in North America. It is not an insurance contract. The insurance policy is the contract that specifically and fully describes coverage. The description of the policy provisions gives a broad overview of coverages and does not revise or amend the policy. We make no guarantee of results and assume no liability in connection with the information, methods or suggestions contained in this fact sheet. Insurance coverages underwritten by individual member companies of Zurich in North America, including Zurich American Insurance Company. Certain coverages not available in all states. Some coverages may be written on a nonadmitted basis through licensed surplus lines brokers.

Risk Engineering services are provided by Zurich Services Corporation.

\*See Ratings section at [www.zurichna.com](http://www.zurichna.com) for information on Zurich American Insurance Company.

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