



# Collective Conversations

Virtual Round Table Series Hosted by Visual Media Alliance

## Protecting Against Cyber Crime

Wednesday, January 25, 2022 • 10:00 AM - 11:00 AM

### Description

Protecting Against Cyber Crime including an overview of cyber risks and insurance. How to protect your business from downtime and monetary loss. Importance of stand-alone cyber policies for Small Businesses. What to look for in a strong cyber partner. Opportunity to ask the expert your questions.

### Special Guests

Martin Murphy, Account Executive, Cowbell Cyber

Murphy is an Account Executive for Cowbell Cyber's North West region. He graduated from Florida State University with a Risk Management & Insurance degree, and has had a focus on Cyber Insurance for the last 4 years.

### Host

Shannon Wolford ([shannon@vma.bz](mailto:shannon@vma.bz)) | Director Membership & Sales, Visual Media Alliance

### Notes

#### Important Stats

- 95% of cyber security breaches are due to human error.
- 68% of business leaders feel that cyber security risks are increasing.
- Some sort of attack happens every 40 seconds.

#### Common misconceptions:

- That only certain industries and companies of certain sizes need cyber protection, but any business that has a website or sends emails has exposure.
- An endorsement on another policy is enough. This is not true. A BOP policy will only give \$25-50K in money and some credit monitoring. They won't have cybercrime, ransomware, business interruption etc. So that's why you need a standalone policy.

#### What a good policy includes:

- A good policy is going to have more than coverage. You want a partner that will give you a resource to make you whole and back and running.
- Intended to protect from risk related to security and privacy and will include:
  - **First part loss** – costs that is simply loss from a bad actor or income loss.
  - **Cyber crime** –
    - **Social engineering** (bad actor using deception to separate you from your money eg. Email pretending to be someone else. They will monitor your vendors and send in an email at the last minute (most common).

- **Ransomware** – Is when someone comes in and locks up your data until you pay them. **This is a new epidemic for small businesses.** Often malware software installed by emails and bad links and spreads across your network and the hacker can lock up your system until you pay whatever they demand. With Cowbell, they bring in a negotiator to bring down the amount and get it resolved.
  - **50-70% of ransomware targets are small businesses bc the hackers know small businesses don't have high security in place.**
  - **80% of victims are hit a second time. That's why it is important to get patched up after an attack.**
  - **51% of small businesses don't have resources for cybersecurity.**
- **Business interruption** – costs from your business being down eg. Ecommerce site sales lock.
- **First part expenses** – Costs for trying to recover from the breach. Often people don't think of these. Most of the money is to hire the firms to figure out how the bad person got into the business and the costs to firms to patch up and make sure it doesn't happen again.
- **Third Party Liability** – costs to regulatory or legal costs. Depending on your data, you may have to pay money to regulatory agencies and possible lawsuits from losing peoples personal info

### Cyber Security vs. Cyber Insurance

Cyber Security includes these steps:

- Identify the data you have
- Protect – understand how you are going to protect your data
- Detect – figure out what is going on

Cyber Insurance includes:

- Respond to the threat
- Recover from the threat

### Proactive best practices:

- **Multi-factor authentications** – There are many apps that are free to install. As simple as linking to your smartphone.
- **Incident Response Plan** – It's a fire drill. This is what you would do in the event of a situation. Included with all Cowbell policies.
- **Cyber Awareness Training** – Gets the radar of your employees up. included with Cowbell policy.
- **System Backups** - so you can recover without paying in the event of an incident

### Other important benefits:

- **Customers demand coverage.** Many customers are asking if you have coverage to decide whether to do business for you. Cowbell can provide a certificate that you can show them.
- **Regulatory requirements around consumer privacy** are coming into effect this year.
  - **Took Effect Jan. 1, 2023 - The California Consumer Privacy Act (CCPA)**, signed into law on June 28, 2018, creates an array of consumer privacy rights and business obligations with regard to the collection and sale of personal information. The CCPA went into effect Jan. 1. 2020.
  - **Enforcement takes place starting July 1, 2023 - The California Privacy Rights Act (CPRA)**, also known as Proposition 24, is a ballot measure that was approved by

California voters on Nov. 3, 2020. It significantly amends and expands the CCPA, and it is sometimes referred to as “CCPA 2.0.”

- [More information here](#)

### **Upcoming VMA Events**

[01/27 • 5:00 PM - 8:00 PM • CrabFest 2023 • Pennisula Italian Social Club • InPerson](#)

[2/16 • 10:00 AM - 11:00 AM • Collective Conversations: Professor Reveals 2023 Print Trends, Outlooks, Actions • Online](#)

View more events at [vma.bz/networking-events](https://vma.bz/networking-events)

### **Additional Questions or Comments**

Please reach out to Shannon Wolford at [shannon@vma.bz](mailto:shannon@vma.bz) or 415-710-0568.