

# Data Breach Services

## *The Potential Risks*

As a business owner, you frequently have access to the personal information of your customers. Whether you're simply swiping their credit card or maintaining a complex database of private information, managing your customers' identities puts you at risk for a potential data breach that could damage your business reputation for years to come. Additionally, your business is subject to state and federal laws regarding how you use and protect private information and how you respond if it's lost or stolen.

**Fortunately, Society® Insurance policyholders have access to an array of comprehensive data breach services, completely free of charge.**

## *The Power Of Protection*

To help protect your business from the risks and repercussions of a potential breach of sensitive information, Society Insurance has partnered with Identity Theft 911®, a leading firm in the data breach consulting and management fields, to provide you with the following services **free of charge**:

- Guidance to help your business prepare to handle a potential breach of sensitive information with a comprehensive breach response plan.
- Business resources to help safeguard your business data and find out about the numerous federal and state legal and Red Flag requirements.
- Guidance from an Identity Theft 911 Data Breach Security Response Team if a breach of private information occurs. The Response Team is on call to jump in and help you avert a crisis, preserve goodwill with people who trust you with their personal information and assist by:
  - Drafting an official notification letter, as required by law
  - Managing the media in the event of a breach
  - Providing a dedicated toll-free number to answer customer concerns
  - Developing a dedicated website to offer additional assistance if a large breach has occurred
- As an added bonus, Identity Theft 911 provides you, your employees and resident family members with unlimited, one-on-one access to a fraud specialist to help address any personal identity-related concerns.

To complement this free service, Society Insurance offers an optional endorsement that covers your expenses and liability claims should a breach occur. To learn more about coverage limits and pricing for this optional endorsement, please contact your local Society Insurance agent.

## Identity Theft **911**®

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