



PERSONAL
CYBERPLUS
REINSURANCE



▲ **As Our Lives Get More Connected, We Need to be Better Protected.**

Introducing Personal CyberPlus from NAS.

Today's homes are more connected than ever before. The average American household contains five smartphones, and one in five American households has more than 10 connected devices.¹ While the increasing availability of these computers, laptops, tablets, and media streaming devices have enabled homeowners to connect with each other and the outside world in new ways, they have also increased vulnerabilities to cyber breaches and attacks.

Personal CyberPlus from NAS was developed as a bolt-on reinsurance solution to homeowner's insurance policies to address the increased cyber risks faced by individuals and families.



Understanding the Risks

Your policyholders spend about 10 hours a day on their connected devices.² From online shopping and banking to social media and mobile smart home applications, these devices hold valuable information that hackers can use to steal personal data or money, engage in identity theft, or even gain access to a home network or smart home system. In 2016, more than 60% of Americans experienced a personal data breach³, such as:

- Fraudulent credit card charges (41%)
- Hacked email or social media accounts (16%)
- Compromised account numbers (35%)
- Compromised social security number (15%)

Recovering from these events can be costly and time consuming, and the effects can last for years beyond the initial incident.

1. Pew Research Center <http://www.pewresearch.org/fact-tank/2017/> (Accessed 10.1.2017)
 2. Nielsen Total Audience Report 2016 <http://www.nielsen.com/us/en/insights/reports> (Accessed 10.1.2017)
 3. Pew Research Center, Americans and Cyber Security <http://www.pewinternet.org/2017/01/26/americans-and-cybersecurity/> (Accessed 10.1.2017)

▲ NAS Personal CyberPlus Policy Features

Identity Theft Expenses

Expenses incurred because of identity theft, including lost wages, daycare or eldercare costs and travel expenses incurred in seeking resolution and identity restoration.

Credit Card Fraud, Forgery, Cyber Crime

Financial loss and expenses incurred due to credit fraud, forgery or cyber crime, including the use of stolen personal information to initiate a fraudulent wire transfer.

Data Recovery and System Restoration

Data recovery expenses and system restoration costs incurred as a result of a cyber attack.

Cyber Extortion

Ransom monies and associated costs and expenses incurred due to a cyber extortion threat, including ransomware.

Cyber Bullying

Expenses incurred as a victim of cyber bullying, including the cost to seek counseling, childcare or caregiver expenses, temporary relocation and lost wages.

Breach Notification Costs

Breach notification and credit monitoring costs incurred when the personal data of others is stolen, lost or exposed while entrusted to the policyholder.

Cyber Protection Legal Expense & Damages Reimbursement

Legal expenses and damages incurred in lawsuits alleging liability for cyber bullying or privacy breaches.

CYBER SUPPORT SERVICES

Free Credit Monitoring

Each Personal CyberPlus policyholder will have access to free credit monitoring and alerts in efforts to mitigate fraud.

Online Personal Cyber Center

Online training, videos and tools about safeguarding personal information as well as data privacy experts available for phone consultation.

Turn-Key Reinsurance Solutions from NAS

NAS reinsurance solutions provide customized product development, underwriting and marketing services to help you bring new products to market quickly, seamlessly, and without the assumption of risk.

Unparalleled Service and Support

For Carriers: NAS is always innovating, allowing you to bring innovative, custom-tailored products to your policyholders while avoiding additional R&D costs and overhead.

For Agents: NAS helps your agents sell smarter with online training, support tools, webinars, selling tips, and customized marketing materials.

For Policyholders: NAS online risk-management tools help individuals prepare for cyber threats. Our expert claims team has over 20 years of experience successfully resolving policyholders' complex cyber claims.



-  Product Development
-  Underwriting
-  Risk Management
-  Compliance
-  Claims
-  Marketing & Training

▲ Personal Cyber Liability Risk Scenarios

Cyber Bullying

A private high school junior is harassed by a group of his peers when they post unflattering photos of him on their social media accounts and tweet numerous jokes at his expense. The student and his parents made several attempts to have the photos and tweets removed from the internet, but they had been shared and reposted by other students too many times. The student needed psychological counseling and was forced to leave school due to the intimidation and emotional distress resulting from the cyber bullying.

Personal CyberPlus would reimburse the family's cost to seek counseling and any lost tuition that is not reimbursed by the school.

Credit Card Fraud, Forgery, Cyber Crime

A woman received an email stating that her credit card payment was overdue and must be paid immediately. Believing that the email was from her credit card company, she clicked the link and issued the payment before realizing that the email was fraudulent.

Personal CyberPlus would cover the financial loss incurred as a result of this transaction.

Cyber Extortion

One evening a man was using his computer to shop for holiday gifts online when his screen froze. A message then appeared demanding a ransom be paid in order to restore his files and computer functionality.

Personal CyberPlus would cover the ransom paid and costs associated with removing the ransomware and securing his computer against future attacks.

Online Personal CyberCenter

In addition to state-of-the-art cyber protection, policyholders will also have access to online resources to help them learn about emerging cyber risks as well as how to protect their identity, manage online accounts and passwords and address cyber bullying issues. We even provide personal cyber and data privacy experts who are just a phone call away to answer questions and provide advice about your family's online safety.



Rely on our Cyber Claims Expertise

NAS cyber claim response services begin with the first phone call from the insured when a cyber incident is discovered or suspected. Our expert claims personnel have handled thousands of cyber claims, helping insureds every step of the way.

For more information about NAS Personal CyberPlus, contact NAS Insurance cyber experts at:

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