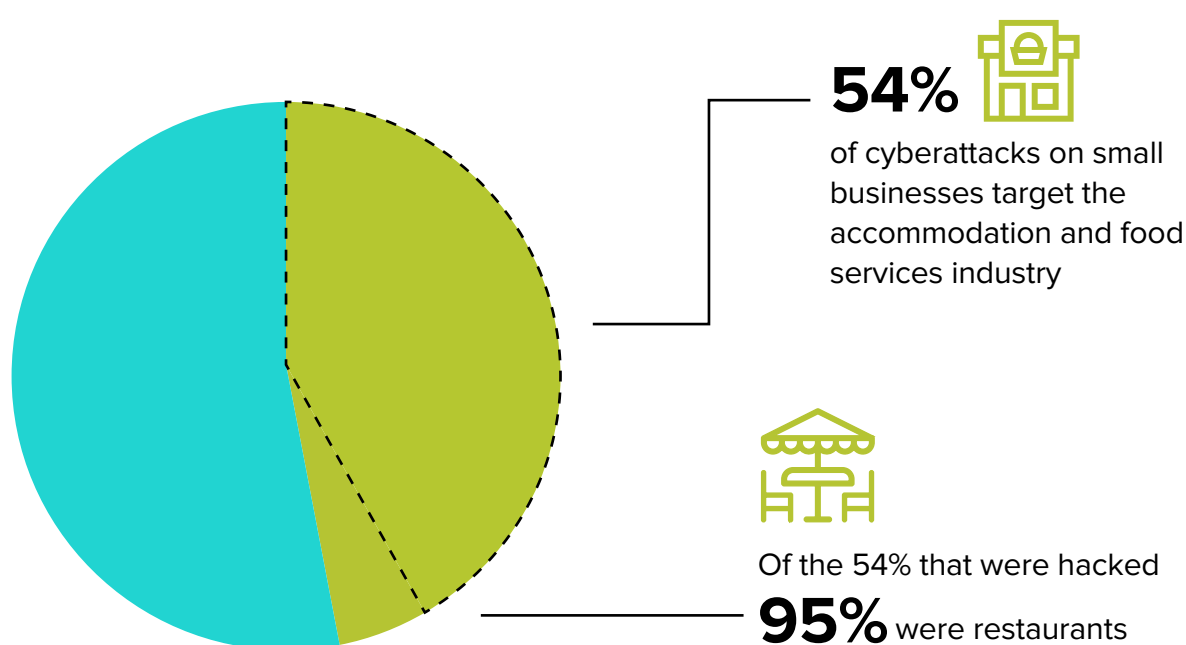


# YOU'VE BEEN HACKED. NOW WHAT?

Unfortunately, The Pain is Just Beginning



If you're a small business, especially a restaurant, it's almost inevitable that at some point, you'll be the target of a cyberattack.



## HERE'S WHAT HAPPENS

This is what you'll have to do or pay when you're attacked

unless you have the right coverage.



### Notify Everyone

The law requires you to notify anyone potentially impacted by a breach. This includes all your customers, employees, vendors – anyone potentially at risk. This takes a lot of time and money.



### Offer Credit Monitoring

As part of the notification process, your restaurant will be required to offer and pay for credit monitoring service for a period of time, based on state law. More money.



### Pay Fines & Fees

You may have fines imposed as a result of not doing enough to protect customer and employee data. Not to mention potential lawsuits.



### And Even More Cost

There's also the cost of reputational damage. How you handle things, dictates how much this area will hurt your bottom line.



Average cost of a stolen record from a single customer, employee or vendor

*IBM Security and Ponemon Institute*



Think of all the customers and employees that have run through your system with a credit card transaction or other personal data.

**1000 customers x \$225 = \$225,000**

## HOW TO SUBMIT AN ACCOUNT

To submit new business, make sure your agency is registered. If not [Register your Agency](#).

### 1. Submission Requirements

- [Cyber Application](#) – hotels (other than management companies), restaurants, community associations.
- [Cyber Application](#) – hotel management companies only
- If multiple locations, include an SOV listing the entity names, dbas, addresses, and revenue breakdown
- Submit the completed application to: [Cyber@distinguished.com](mailto:Cyber@distinguished.com)

Have questions? Email us at [Cyber@distinguished.com](mailto:Cyber@distinguished.com)