



ACTIVCYBER[®]
Cyber Assistance for micro-SMEs

HOW CAN YOU LOOK AFTER KIM?

This is Kim, an independent florist. Kim has a diary booked full of people's weddings, corporate launches and events during the summer. Kim's just had her laptop hacked. She can't access her calendar, order books, stock orders or her accounting system. She uses her laptop for everything, not just work, all of her personal files have been locked down too.

Kim's insurance broker offered her cyber insurance at her last renewal, but it was too expensive, and didn't cover the things that were important to her, like the fact she used the same device for her work and all the 'home stuff'.

What Kim really wanted was something to help her prevent her business being affected by a cyber scam or hack. A basic health check of her laptop and the systems she used would be great. Also, practical advice on the steps to take to help keep her trading, should it ever happen again.

Now that she has been hacked, she needs help to recover data and secure the laptop so that she can continue to run her business, and not let her customers down.

Whilst commercial cyber insurance provides great protection for organisations, particularly around business interruption and liability, it is costly and geared more toward larger companies that hold lots of customer data. That's why only 6% of Micro-SME's, those with 2 to 10 employees, and 11% of SME's buy the insurance cover (source DSIT.)

ACTIVCYBER® is a brand-new product to the UK market designed to directly address the gap in support for smaller businesses.

Addept, in partnership with personal cyber specialist VIVO, provides help to make sure small business owners are better prepared for a cyberattack affecting their business and home systems. ACTIVCYBER® also provides practical and emotional support when cyber criminals threaten their business and home life.



This product provides: -

- + **Assessment** - Online cybersecurity self-assessment tools, leading to: -
 - + **Resilience Consultation** - 2-hour cyber resilience consultation with highly qualified consultants
 - + **Updates** - Regular bulletins of the latest cyber risks to small businesses and how to manage them
 - + **Technical Response** - 24/7 emergency helpline staffed by NCSC-accredited and ISO-certified cyber specialists to get the customer back up and running and secure as quickly as possible
 - + **Legal and Wellbeing** - 24/7 access to a specialist team of lawyers and counsellors for practical advice and support following a cyber event
- Insurance can also be included to cover: -
- + **Device Replacement** - We will replace the customer's hacked device if we cannot get it back up and running
 - + **Statutory Excess** - If money has been stolen from the customer's bank account during a cyber or identity theft event, we will cover any excess up to the statutory amount of £100 if deducted by the customer's bank

HERE TO HELP YOU LOOK AFTER KIM

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