

**360 PLAN**

PROTECTING YOUR BUSINESS



SAFEGUARDING YOUR WORLD

NO NEED TO FEAR A DATA BREACH ...  
**WHEN YOU'RE WITH FIRST WATCH.**



**FIRST WATCH IS PEACE OF MIND.**







## Because data thieves' #1 target is small business, **First Watch** is here to protect you.

### You can have peace of mind with our 360 Plan and:

- Prepare to help prevent data breaches affordably.
- React compliantly to data breaches with one phone call to First Watch.
- Reduce financial risk with \$100,000 (after first \$1,000)\* of data breach Risk Protection.
- Make First Watch your trusted advisor for data breach solutions.

### We have an easy pathway to state and federal legal compliance.

Data security is often a legal requirement and always a prudent business practice. There are laws in 48 states, along with federal law, with which businesses of any size, profit or non-profit, must comply. Our 360 Plan provides the tools to help your business with compliance obligations.

### What you should know about data breaches

#### Data thieves' #1 targets are small businesses with 100 employees or less.

Data thieves are targeting small business owners in many ways, often using them as a gateway to larger businesses, which puts your company at a higher risk.

#### Employees are the #1 cause of data breaches.

Employees are the primary cause of data breaches through either careless or malicious acts. Phishing attacks have increased 1300% in the past two years and ransom attacks are up from 1,000 to 4,000 per day. Employee data security training is often a legal requirement and always a prudent business practice.

#### The cost of a security breach is always higher than the cost of protection.

Have you evaluated the cost of data breach protection vs. the cost of having a data breach? Lack of compliant preparation and response can result in:

- \$38,000 average cost for a small business to respond to a data breach.
- Governmental fines and penalties and card association assessments.
- \$20,000 average cost to a small business for forensic investigation.
- 57% of customers lose trust in the brand. 31% terminate the relationship.

## EXPLORE THE DETAILS OF OUR 360 PLAN.

\*First Watch Risk Protection benefits are backed by an insurance policy issued by a member company of AIG to First Watch Technologies, Inc. Purchasers of the 360 Plan receive this benefit from First Watch and are not insured under the insurance policy. The description herein is a summary and intended for informational purposes only and does not include all terms, conditions and exclusions of the benefits described. Please refer to the Summary of Benefits for details.

## Our affordable plan fits any budget.

Affordable for your business and simple and easy to implement, First Watch's 360 Plan is a comprehensive plan delivered through an online platform. Once you enroll, we automatically send you a welcome email, with a link to login and access your benefits.

First Watch is confident in our 360 Plan's ability to reduce the risk of incurring a data breach. Therefore we back our 360 Plan services with a benefit of up to \$100,000 (after first \$1,000)\* in data security event expenses.

### ALL-INCLUSIVE 360 PLAN

#### BREACH PREVENTION AND COMPLIANCE TOOLS (with periodic updates)

Organizational Data Breach Online Risk Assessment • Operational Data Breach Online Risk Assessment  
Breach Tabletop Exercises • Articles and Commentary  
Sample Policies and Procedures • HIPAA Pre-breach Resources • State Legislative Resources

#### DATA BREACH SECURITY EMPLOYEE TRAINING VIDEOS (with online quizzes)

Employee Awareness • Phishing • Data Breach Preparedness

#### PHISHING INTRUSION SIMULATION TESTING

Initial Baseline Test • One Retest

#### DATA BREACH REACTION SERVICES

Legal Consultation (Data Breach) • Forensic Investigation • Notification Letters—Print and Email  
Call Center Assistance • Identity Protection • Public Relations

#### RISK PROTECTION \$100,000 (after first \$1,000)\*

Security Event Limit PII, PCI, and HIPAA Data Security Event Benefit

Legal Consultation Expenses • Forensic Audit Costs • Notification Costs  
Call Center Assistance Costs • ID Theft Restoration, Monitoring, Victim Reimbursement Costs • Public Relations  
Governmental Fines & Penalties • Card Association Monetary Assessments

#### DATA BREACH REACTION GUIDE

Data Breach Reaction Plan • Data Breach Reaction Plan Development - Attorney • Data Breach Attorney Hotline

#### EMPLOYEE SCREENING

Criminal Audit (2 per business)

#### PRE-BREACH LEGAL ACCESS

Data Security Attorney Hotline

### OPTIONAL BENEFITS

#### DATA BREACH SECURITY EMPLOYEE TRAINING PLAN

Employee training is the first line of defense against the devastating costs of a data breach. For successful data breach prevention, everyone in a company must learn to make smart decisions when handling legally protected data. A number of federal and state laws require businesses that handle or have access to personal information to train their employees on the safeguarding of that information, as well as to document that training. Our one-year program includes:

- Initial 10 video training series with online quizzes
- Weekly progress reports emailed to the employer
- Employee reminder emails until training is complete
- Results compiled in easy to read online dashboard
- Six-month review for employees to watch videos again with new quiz questions
- Phishing intrusion simulation testing on a periodic basis
- Monthly data security educational newsletter

#### WISP – Written Information Security Program

A WISP is intended as a set of comprehensive guidelines and policies designed to safeguard all sensitive data maintained by your business, and to comply with applicable laws. You could develop your own WISP by using our Breach Prevention and Compliance Tools or you could save time and money by purchasing our WISP optional benefit.

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# PREPARE. REACT. REDUCE RISK.

**Prepare** with solutions to help avoid a data breach.

**React** compliantly and effectively to minimize the negative impacts of a data breach.

**Reduce** financial risk with \$100,000 (after first \$1,000)\* of data breach Risk Protection.

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For more information call **888-635-3587** or email [sales@firstwatchcorp.com](mailto:sales@firstwatchcorp.com). Or visit [firstwatchcorp.com/sb](http://firstwatchcorp.com/sb).

