



The Role of Cyber Insurance and Its Importance for Brands in Today's Time

Any brands that uses technology or collects data is at risk of a cyber-attack, and the results can be catastrophe. Without securing a dedicated cyber policy, most brands likely do not have adequate insurance coverage following a data breach. a brands, regardless of its size or industry, entails a lot of hard work and discipline. And making sure your day-to-day operations go smoothly requires you to invest the right time and resources. Keeping those investments protected is important, which is why brands carry insurance to cover a variety of brands assets. Some of the most common policies brands owners are familiar with are general liability, commercial property, and worker's compensation insurance, which cover the core components of a brands, specifically the physical assets as well as your employees' wellbeing.

But it's also important to remember your digital assets. In today's hyper-connected world, people rely heavily on the internet, and it's imperative for brands owners to embrace technology to maximize the way they operate to run as efficiently as possible. The data your brands handles, might include credit card numbers, account details, personal information, and address and other brands assets that need security and protection just like the rest of your brands. Cyber fraud is on the rise and it has become all the more important to insure ourselves and our hard-earned money from scamsters. So Cyber Insurance comes to your rescue.

Cyber insurance generally covers your brands' liability for a data breach involving sensitive customer information, such as Social Security numbers, credit card

numbers, account numbers, driver's license numbers and health records. No matter how small your brands is, you have to know that you have immense value. Almost every brands have at least some data asset that can be used to benefit hackers. As a brand owner you have something to protect. Even if you have data that you don't consider valuable, realize that your brand's reputation matters. One consequence of a security breach is a damaged reputation, which could ultimately hinder growth. Brand damage can lead to customers, clients, and partners feeling unsafe using your services, which would be a major loss for your company. Failure to identify and protect your company's valuable assets can make it easier for hackers to access data.



Most of the brands and its customers use personal email and carry out financial transactions not just from their personal computers and smartphones but even from office computers and public Wi-Fi. Accessing personal information from different devices exposes your or your customers to all types of risks. A cyber insurance policy will protect us from online breaches on all gadgets that are connected to the to the Internet. So it becomes imperative for the brands that they

consider taking cyber insurance because with more and more brands are using customers' online data, they should consider how cyber liability insurance can help them protect their digital assets.

Geek Out!

**Q: Can you list all of the public top level domains?
A: ICANN.**



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