CLAIMS

The Sound Approach to Recovery

Confident reliability when it matters most

When a cyber incident disrupts a business, Cowbell provides the clear, hands-on support that brokers - and their clients - can rely on.

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Clear. Focused. Confident.

We protect more than just systems; we protect reputations, operations, and peace of mind.

Being the victim of a cyber incident is stressful and full of unknowns. That is, unless you are a Cowbell policyholder.

Our mission is to make digital risks manageable, helping businesses recover with confidence. We handle claims as a hands-on partnership, working closely with brokers and policyholders from first notification through recovery.

The Cowbell Standard:

- **Dedicated Experts:** Our in-house claims team and curated panel of best-in-class vendors provide immediate, 24/7 coordinated support to minimise impact.
- **Active Response:** From triage to recovery, we move quickly and decisively so businesses can focus on recovery, actively managing the claims response and supporting recovery at every stage.
- **Clear Communication:** We cut through complexity with clear language and transparent processes, so brokers and policyholders are never left guessing.

Experiencing a cyber incident?

Call **0800 208 8106** or email our claims team at **ukclaims@cowbellcyber.ai**.

**Telephone calls may be monitored and recorded to help improve our service.*

The Cost of a Cyberattack

Cost drivers for a business experiencing a cyber incident can include, but are not limited to, the following:

Risk	Cost Without Cowbell	With Cowbell
A Detected Cyber Breach	The time and resources needed to identify a specialist following an attack, including notification/monitor services and crisis management.	
Access to Data	Costs incurred to replace, restore, recreate, or recover compromised data.	
Extortion	The unexpected expense of investigating the cause of an extortion threat and the payment amounts, including the actual payment itself.	✓ Fully covered with **Prime One**
Reputational Damage	The loss of net profit sustained specifically arising from an actual or alleged cyber event.	
Losses incurred due to Business Interruption	Any income lost due to the voluntary shutting down of computer systems.	
Cyber Crime Loss	Covering the amount lost due to fraudulent invoices being paid via an email scam.	
Liability Costs	Legal fees, damages, etc. paid relating to a cyberattack.	

The Claims Journey

A Clear, Efficient Path to Recovery.

With You Every Step of The Way

Our in-house claims team serves as the central point of contact throughout the incident and recovery process, staying hands-on from first notification through resolution. We actively manage the claim, coordinate specialist support, and work closely with brokers and policyholders to address financial, operational, and reputational impacts.

- **Who to Contact:**
  - **Hotline: 0800 208 8106**
  - **Email: ukclaims@cowbellcyber.ai**
- **What We Need:** Provide basic details. Reporting early will not prejudice coverage; it allows us to deploy resources immediately.
- **When to Report:** Notify us immediately of any actual or suspected incident. Early reporting allows our team to answer questions and provide guidance before issues escalate.

Timelines and Process

1. **Triage:** A claim is made via our freephone hotline (or email), resulting in the immediate intake by our in-house UK experts who assess what's needed.
2. **Containment:** The Incident Response Panel is deployed to intercept and isolate the attack.
3. **Coverage Confirmation:** A rapid review is conducted to provide financial peace-of-mind and certainty.
4. **Recovery:** Systems are restored and data is recovered.
5. **Resolution:** Precise financial impact is calculated and settlement is paid.

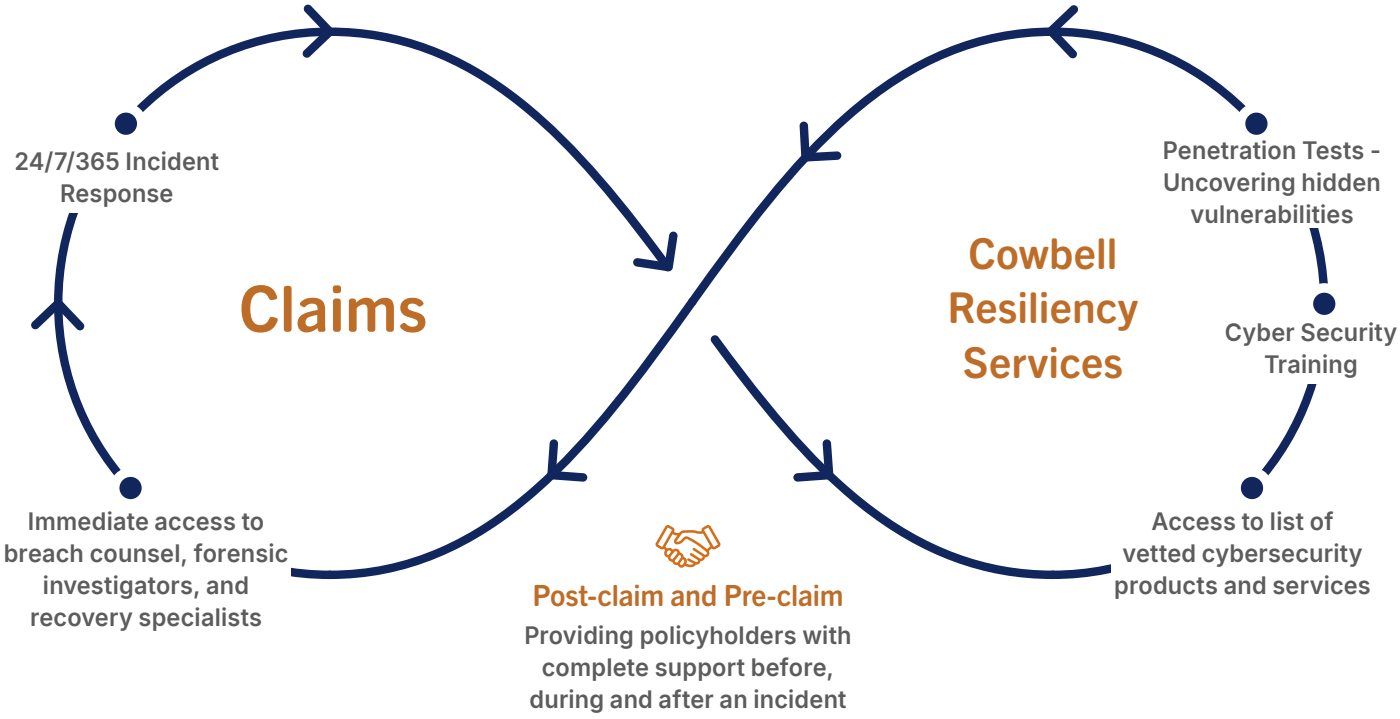
Timelines can vary by incident complexity.

Beyond the Claim: Building Resilience

Cowbell Resiliency Services (CRS) strengthens businesses before, during, and after an incident. Built into every policy, CRS provides practical tools, expert support, and ongoing risk guidance to help policyholders improve their cyber posture and prepare for effective recovery.

When an incident occurs, our in-house claims team and specialist response partners move quickly to contain the threat and actively manage the response. Outside of active incidents, CRS provides practical consultation on risk controls, vendor oversight, and internal response planning.

Whether it's having immediate access to our cyber incident hotline, triage team, and vetted panel of legal, forensic, and PR experts; or being able to have direct consultation regarding IT controls, vendor risk, employee training, and internal response planning - we are there for policyholders before, during and after a policy is triggered.



Our Claims Capabilities in Action

From chaos, to control.

Scenario 1: Manufacturing (Ransomware)

- **Trigger:** A phishing email led to a ransomware infection that encrypted critical design files and halted the production line, with internal IT teams struggling to restore corrupt backups.
- **Response:** Cowbell immediately engaged Asceris who contained the spread and facilitated the safe recovery of data. Simultaneously, DAC Beachcroft was appointed to advise on the legality of potential payments and regulatory notifications.
- **Outcome:** Production was back online within 72 hours. Cowbell covered the forensic costs, legal fees, and the Business Interruption (BI) loss.

Scenario 2: Professional Services (Data Loss)

- **Trigger:** A credential harvesting attack allowed hackers to access sensitive client tax records from an accountancy firm.
- **Response:** With concerns over GDPR violations recognised, Cowbell appointed Pinsent Masons to manage the complex regulatory landscape and issue the necessary notifications to the Information Commissioner's Office (ICO) and affected clients. FleishmanHillard was brought in to manage the firm's reputation, ensuring client trust was maintained through clear communication.
- **Outcome:** Regulatory fines were avoided due to prompt action. Cowbell covered legal defence, notification costs, and crisis communications.

Scenario 3: Construction (Invoice Fraud)

- **Trigger:** A finance employee transferred £35,000 to a fraudulent account after receiving a spoofed invoice via email from a "supplier."
- **Response:** The fraud was discovered days later. Cowbell's claims team engaged S-RM to attempt funds tracing and provide a root cause analysis of the email compromise. Even though the funds had moved offshore, the forensic report confirmed the security gap. Cowbell verified the crime coverage and indemnified the direct financial loss.
- **Outcome:** The firm's cash flow was protected, allowing them to purchase materials for a critical project deadline.

Scenario 4: Retail (POS Compromise)

- **Trigger:** Malware was injected into a retailer's Point of Sale (POS) system, skimming credit card data for two weeks.
- **Response:** Alerts from the retailers merchant bank triggered an immediate investigation. Cowbell deployed Kroll to conduct the forensic investigation, who identified and closed the vulnerability. Mullen Coughlin provided specialist legal advice on notification obligations and Experian was retained to provide credit monitoring for affected customers.
- **Outcome:** The breach was contained quickly. Cowbell covered the forensic investigation, legal defence, and regulatory assessments.

Scenario 5: Travel (System Outage)

- **Trigger:** A targeted attack took down a travel agency's booking system during peak season, causing severe operational paralysis.
- **Response:** Cowbell deployed CrowdStrike to perform advanced threat hunting and system restoration; expelling the intruder and hardening the network against re-entry. Meanwhile, Cowbell's claims team worked with forensic accountants to track the Business Interruption loss in real-time.
- **Outcome:** Systems were restored within 48 hours. Cowbell compensated the travel agency for the net profit lost during the downtime.

Scenario 6: Education (Ransomware & Minors)

- **Trigger:** A private school suffered a ransomware attack, locking access to student records and financial data.
- **Response:** With sensitive data involving minors at risk, Cowbell engaged Cypfer for immediate post-breach recovery. Kennedys advised on the sensitive data protection obligations, while FleishmanHillard drafted reassuring communications for concerned parents.
- **Outcome:** Data was restored without paying a ransom. Cowbell covered the investigation, legal advice, and the full cost of the crisis management team.

Specialist Expertise. Led by Cowbell.

Curated partners to provide quiet confidence.

Our in-house claims team leads the response from first notification through resolution – appointing appropriate specialists, directing the workstreams, and ensuring every step remains aligned with policy coverage.

Forensic Investigators & Data Recovery:

ASCERIS

Asceris are a specialist incident response firm dedicated to helping businesses survive and recover from cyber extortion and ransomware attacks.

Booz | Allen | Hamilton

Booz Allen Hamilton apply nation-level expertise to commercial cyber incidents. Their advanced threat hunting and forensic capabilities allow them to identify sophisticated attackers and secure complex environments quickly and effectively.

CROWDSTRIKE

CrowdStrike offers industry-leading incident response and forensic analysis. They not only stop active breaches but also provide deep insights to prevent future attacks and harden defences.

CYPFER

Cypfer are global market leaders in ransomware post-breach recovery, specialising in complex negotiations and data restoration. They are experts in high-stakes cyber extortion cases, with a focus on business continuity.

KROLL

Kroll is a global provider of end-to-end cyber risk solutions, processing thousands of incidents annually. Their elite team combines forensic investigations with immediate containment strategies, ensuring a seamless transition from crisis to recovery.

S-RM

S-RM is a global intelligence and cybersecurity consultancy trusted by leading financial institutions and corporations. They integrate technical forensics with strategic crisis management, helping clients navigate the operational, regulatory, and reputational fallout of a breach.

Breach Counsel (Legal):

DAC Beachcroft are leaders in the London insurance market, with a dedicated Cyber & Data Risk team that offers unparalleled expertise in regulatory notification and liability defence. They guide clients through the complexities of GDPR and ICO investigations with a pragmatic, commercial approach to minimise legal exposure.

Kennedys is a global law firm with a renowned cyber and data privacy practice, providing immediate legal triage and regulatory advice. Their deep understanding of the insurance sector ensures that legal responses are perfectly aligned with policy requirements and claim strategy to protect the policyholder.

Pinsent Masons provide robust legal support for complex data breaches and cyber disputes. Their multi-disciplinary team advises on everything from immediate regulatory notifications to mitigating long-term litigation risks.

Mullen Coughlin is dedicated exclusively to data privacy and cybersecurity law. Their singular focus allows them to provide highly specialised, efficient counsel on data breach notification obligations and regulatory compliance across multiple jurisdictions.

Credit Monitoring:

Kroll provides end-to-end breach notification and identity monitoring administration in addition to their investigative strengths. They manage the complex logistics of mass notification - including call centres and identity restoration services - ensuring a coordinated, compassionate response for all impacted parties.

Experian delivers comprehensive identity protection and fraud resolution support. Their advanced monitoring tools provide immediate alerts on financial changes, giving data subjects peace of mind and swift restoration assistance if their identity is compromised.

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TransUnion

TransUnion utilises global data networks to provide robust fraud mitigation and credit monitoring services.

EQUIFAX

Equifax is a global leader in data and analytics, providing essential credit monitoring and identity theft protection services.

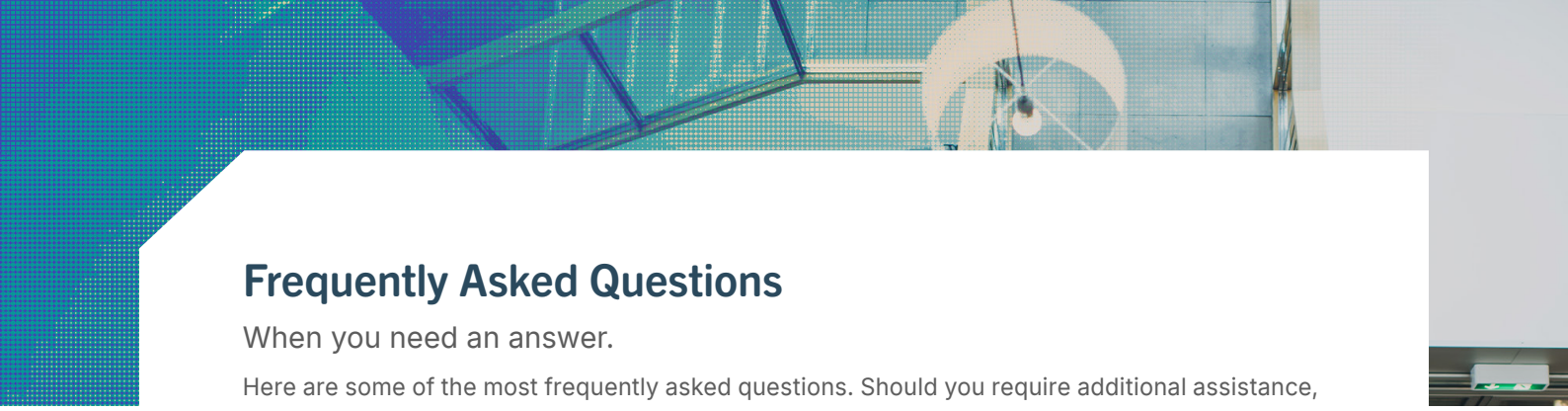
Public Relations & Crisis Comms:

FLEISHMANHILLARD

FleishmanHillard is one of the world's largest communications firms, specialising in protecting corporate reputation. Their expert team helps draft critical stakeholder messaging to maintain trust with customers, investors, and the media amidst the chaos of a cyber incident.

KEKST CNC

Kekst CNC is a leading global strategic communications firm, specialising in protecting corporate reputation and stakeholder trust during high-stakes cyber crises. Their dedicated practice ensures businesses maintain control of the narrative, minimising reputational damage through clear, proactive communication.



Frequently Asked Questions

When you need an answer.

Here are some of the most frequently asked questions. Should you require additional assistance, feel free to get in touch directly with a member of our team.

Q: Who pays the vendors?

A: We have negotiated preferred rates. Once the deductible is satisfied, we typically pay panel vendors directly to ease the burden on the policyholder. Nothing is hidden - no costs are incurred without the insured's knowledge.

Q: Do brokers stay involved?

A: Absolutely. We believe in "trusted partnerships" where you remain a key part of the communication loop.

Q: When should we report an incident/claim?

A: As soon as you feel there may be something wrong. We do not charge policyholders for speaking with us, and it will not affect their premium. Early detection is critical to tackling the risk.

Q: What if an incident turns out not to be covered?

A: Report it anyway. We can often provide initial guidance to help mitigate the risk.

Q: How quickly does Cowbell respond to a claim?

A: Our in-house claims team begins triage immediately upon notification and deploys the appropriate response resources.

Q: How are incident response costs handled?

A: Once coverage is confirmed and applicable deductibles are met, we pay approved panel firms directly, reducing administrative burden on the policyholder.

Cowbell: The Sound Approach to Risk

Cowbell delivers insurance that cuts through complexity and adapts as risks evolve. With streamlined quoting, expert guidance, and protection designed for the realities of today's threats, we make coverage easier to understand and more reliable when it matters most. Behind it all is the Hum—our constant, quiet vigilance—building stronger businesses, trusted partnerships, and the quiet confidence to keep moving forward.

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