

Fitness Centers

Why Cyber Insurance?

Do you:

- Maintain a database of members and suppliers online or on a computer?
- Use cloud services to store your members' or suppliers' sensitive data?
- Process member fees and payments, as well supplier invoices electronically?
- Have a presence on social media?
- Run a loyalty program?

If you answered "Yes" to any of the above, you are a target for cyberattacks. Cyber insurance covers losses and expenses to recover from an incident including legal and policyholder notification services.

Common Cyber Risks for Fitness Centers

Compromise of Members' and Suppliers' Data

- Cyber incidents might lead to the compromise of members' and suppliers' financial data and could damage your reputation.
- Incidents can also lead to the access of financial files being blocked.
- ✓ Cyber insurance can cover expenses to recover, notify impacted parties, and subscribe them to a credit monitoring service.



Phishing and Email Scams

- Email-based attacks have skyrocketed since COVID as cybercriminals take advantage of the pandemic.
- ✓ A cyber insurance policy with first party liability and cybercrime coverage, as well as cybersecurity awareness training for employees can cover, and decrease the likelihood of, such incidents.

Lost or Stolen Phone, Computer or Tablet

- Employees often have access to financial and other sensitive data. A stolen or lost device can compromise your members' and suppliers' data. This could result in lawsuits.
- ✓ Cyber insurance can cover breach investigation, notification of impacted individuals and legal services if needed.



Business Interruption

- Shut-down due to a cyber incident such as a ransomware attack.
- A cyberattack could impact your data backups as well, making it nearly impossible to restore your members' sensitive files.
- ✓ Cyber insurance can cover business interruption costs and the cost to rebuild systems.

Other Risks: Cyber crime, Invoice manipulation

Why Cowbell For Your Cyber Insurance Needs?

As a business, it might seem easier to get cyber coverage as an endorsement to another commercial policy (Business Owner Policy or other). Below is a summary of how standalone cyber from Cowbell provides more robust protection and additional value.

	Packaged Cyber Data Breach Endorsement	Standalone Cyber Cowbell Prime
Data breach coverage	✓	✓
Broad coverage for cyber incidents*		✓
Third party liability coverage		✓
Online, simplified application process		✓
Continuous risk assessment (Cowbell Factors)		✓
Industry risk benchmarking		✓
Risk insights and recommendations		✓
Customizable policies		✓
Cybersecurity awareness training (for employees)		✓
Pre- and post-breach services		✓
Claims handled by security experts		✓

*Ransomware, cyber crime, fraudulent transfers and more.

Cowbell Supports Closed-loop Risk Management

Cowbell’s cyber policies are admitted, written on “A” rated paper, and available nationwide. Our goal is to deliver value to our policyholders on Day One with a closed-loop approach to risk management: Assess, Insure, Improve. Every policy includes continuous risk assessment and benchmarking, recommendations for risk improvement, risk engineering, and cybersecurity awareness training for employees.

Additional Resources:

- [Recommendations to prepare a cyber insurance policy](#)
- [Cowbell Prime 100 vs BOP data breach endorsement](#)
- [Cowbell Factors Overview](#)
- [Getting more than a policy with Cowbell](#)
- [More industry-specific resources](#)
- [Unlock cybersecurity awareness training for your employees](#)

Cyber Insurance Made Easy™

Cowbell Cyber delivers standalone, individualized and state-admitted cyber insurance to small and mid-sized enterprises. Cowbell’s cyber policies include risk insights and assessment, breach coaches, cybersecurity awareness training, and more.