

**To:** PRSA Members

**From:** PRSA

**Subject line:** Full-Coverage Business Insurance Solutions for Your Business

## **New Suite of Full-Coverage Business Insurance Solutions Available to Help Members Combat Surge in Business Threats**

Dear [recipient],

PRSA is proud to announce a new member benefits package which will provide members access to a suite of Professional Liability, Business Owner's Policy and Cyber Security Solutions to meet the growing demand for lawsuit coverage, cyber and data breach prevention, insurance and compliance. The program is made available through Gallagher Affinity's 360 Coverage Pros platform.

This suite of Full-Coverage Business Insurance Solutions offers PRSA members discounted access to Errors and Omissions Insurance, General Liability coverage, Property Coverage and Business Income insurance. It also includes Cyber Risk Assessment, Data Breach Compliance & Prevention tools, plus Cyber Insurance options to help members protect against the high costs associated with cyber or other types of data breaches. The program is affordable, simple for businesses to understand and specific to cyber and data breach risks. Members also have access to a wide range of resources designed to help prevent data breaches, including a rapid response program if a breach happens.

"The increase in business threats and cyber attacks on public relations professionals is a growing concern among our members," states Public Relations Society of America Chief Executive Officer Joseph P. Truncale. "They are seeking information, resources and solutions to protect themselves from lawsuits, cyber breaches and threats. That's why we've partnered with Gallagher Affinity to offer this valuable suite of business insurance solutions for our members."

Cybercriminals have been increasingly targeting small businesses in recent years, viewing them as easy targets due to their lack of awareness of and preparation for cyber attacks. In 2015, 71% of all data breaches occurred among companies with fewer than 100 employees. In 2016, small and midsize companies reported a 66% increase in the number of cybersecurity incidents (PwC's Global State of Information Security Survey).

"The impact of not having business insurance in place to protect against loss can be devastating for a small business," states Scott Reid, National Director of Affinity Insurance Programs for Gallagher Affinity. "With these Cyber Insurance and Compliance Tool programs, PRSA members now have solutions that help them manage their lawsuit risk, maintain cyber security best practices and mitigate the damage done to their business by a data breach." Other benefits include a dedicated members-only 24/7/365 Breach Response hotline and the ability to point, click and buy insurance in minutes, directly from the PRSA member website.

For more information about PRSA's suite of full-coverage business insurance for your business, please visit the PRSA website at [www.prsa.org](http://www.prsa.org).

Sincerely,