Valued Business Customer:

The threat of cyber crime against small to midsized businesses is real, and it’s growing. But you can take steps to protect your business from tomorrow’s threats today.   
  
I am writing to inform you of a **Cyber Liability Program** providing free cybersecurity tools to help you become less vulnerable to a cyber attack. As an insurance company founded by a team of leading cybersecurity experts, Coalition can provide world-class technical know-how to help prevent, mitigate, and respond to cyber incidents. A suite of easy to use risk management tools are available FREE of charge to all policyholders. Through Coalition’s apps platform, you can easily access and configure threat and intelligence alerts, enable ransomware and denial of service protection, and receive patch and vulnerability notifications without any complex setup or configuration.

Business of all sizes are vulnerable to a cyber attack. Consider these real-life claim examples:

* WannaCry and Petya ransomware recently infected and encrypted data on millions of computers globally, resulting in numerous business and manufacturing closures. In one such instance, extortion expenses and data restoration costs were expected to exceed $2,000,000 for a manufacturer.
* An employee owned company was bilked of nearly $17M dollars when the company’s controller made a series of wires at the direction of someone purporting to be the CEO.
* In another incident, a small manufacturer nearly transferred $315,000 to a criminal after receiving a seemingly legitimate looking invoice from a supplier for raw materials.
* In the week leading up to Valentine’s Day, a local florist suffered a debilitating DDoS attack against their website resulting in lost sales totaling nearly 20% of their annual income.
* A regional retailer lost the data of 80,000 customers following the theft of two laptops from a third party service provider. Under data privacy laws it is the retailer, not the service provider, who is responsible and required to notify affected individuals. Total liabilities and expenses for notification and crisis management totaled nearly $5,000,000.

Coalition will review your public web properties as part of the underwriting process. The remaining underwriting is completed with the answers to the enclosed short questionnaire. A Cyber Risk Assessment will accompany your quote identifying vulnerabilities in your software, compromised credentials (email addresses), and an analysis of your current risk level.

Call me today at [insert agency phone number] to get a quote and review your free Cyber Risk Assessment!

Best regards,

[Your Agency]