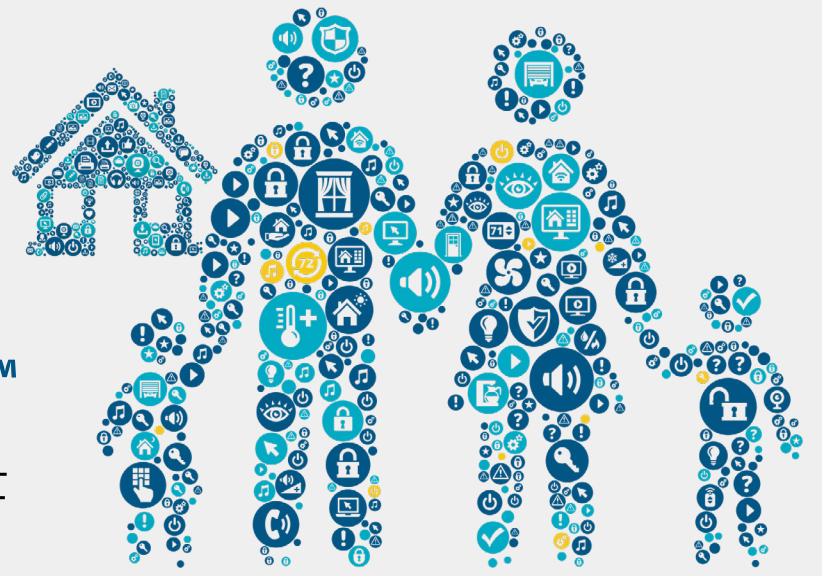


FACTS ON CYBERCRIME FROM DIGITALSHIELD™ AND HOW TO PROTECT YOURSELF



CANADIANS LOST OVER \$530 MILLION TO FRAUD IN 2022

70%+
OF FRAUD LOSSES ARE CYBER ENABLED

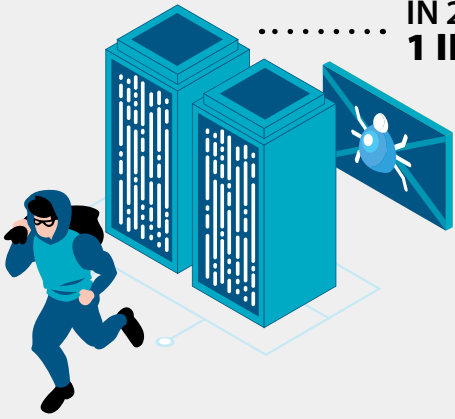
92% of people
ARE CONCERNED ABOUT A CYBER BREACH

1 in 4 people
FEEL UNPREPARED TO FACE CYBER THREATS

Did you know? **30% of Canadian organizations** experienced data breaches that put customer or employee data at risk. **Only 44%** of them advised their customers on protecting themselves.

DigitalShield can help you.

IN 2022, 1 IN 5 CANADIANS REPORTED BEING THE VICTIM OF A SUCCESSFUL CYBERATTACK



1.3 billion social media users were hacked or had data compromised worldwide.



30%+ of Canadian youth are cyberbullied or harassed online.



Emergency scams increased almost **400%** in 2022 costing Canadians \$9.2 million



40% of smart homes have at least one vulnerable device that can put the whole home at risk.

PROTECT YOUR FAMILY. PROTECT YOUR HOME.

CYBER RISKS INCLUDE

- Smart Home Devices & Wearables
- Extortion Ransomware
- Breach of Privacy
- Identity Theft
- Reputation Damage
- Cyberbullying
- Cyberstalking
- Theft of Money From Accounts and Investments
- Data Loss & Restoration of Digital Assets (photos, videos, etc.)



STANDARD HOME INSURANCE DOES NOT COVER CYBER CRIME

"CONSUMER CYBER CRIME LOSSES ARE NEARLY DOUBLE THOSE OF PROPERTY CRIME LOSSES"

- CYBERSCOUT

\$30 BILLION

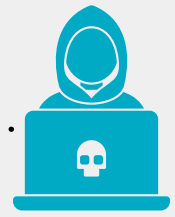
TOP CYBER CRIMES



PHISHING SCAMS



NON-PAY AND NON DELIVERY SCAMS



Extortion, Social Engineering and Investment Scams

53%

PEOPLE

USE SMART HOME DEVICES IN PRIMARY RESIDENCE

89%

CANADIANS

89% OF CANADIANS USED ON-LINE OR DIGITAL BANKING IN THE PAST YEAR

68%

CYBERCRIME

68% OF CANADIANS HAVE BEEN TARGETED (OR BECOME VICTIMS) OF CYBERCRIME (YET LESS THAN 5% REPORT IT)

WHAT IS PERSONAL CYBER INSURANCE?

Your home insurance does not cover cybercrime, but Personal Cyber Insurance does

Personal Cyber Insurance provides coverage for personal cyber risks and cyber crime related financial losses. You and your family face a variety of risks typically not covered by home insurance, such as online account takeover/compromise, identity theft, social engineering scams, SIM swapping, smart home device breaches, ransomware, cyberbullying.

At NFP, we represent various personal cyber solutions, from home policy endorsements to DigitalShield, a personal cyber product to protect all aspects of your digital life. With a commitment to helping you find the right coverage, we provide expert analysis of your personal risks. Then we identify affordable options that align with your needs and protect you and your family, home and assets. Get protected today.

DigitalShield is here to help you: A Personal Cyber Product to Protect All Aspects of Your Life Starting At \$200 Per Year For \$100,000 Coverage - From First Call Through Resolution

- Proactive Assistance
- Incident Remediation
- Identity Protection Guidance
- Online Protection Tips
- Coverage for Financial Loss due to CyberCrime
- Liaising With Third Parties
- Evidentiary Support
- Claims Filing Assistance
- Up to \$1 Million Available

LEARN MORE OR ENROLL NOW



SOURCES

DigitalShield is a North American product available in the US and Canada. Data in this infographic is tailored to our Canadian audience and based on North American Statistics which include the US and Canada as specified. For the U.S. version of this Infographic, please click [here](#)

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