

# Cyber, private enterprise

## Product information

This product is designed to meet the insurance needs of UK-based small and medium-sized businesses. The policy provides cover for the financial losses associated with cyber-attacks and data breaches, including cover for incident response costs, theft of electronic funds, extortion demands, system damage, business interruption, third party liability actions and regulatory fines and penalties.

Additional information about this product can be found in the [key facts document](#) provided.

## Target market

This product is suitable for SME organisations with revenues below £100 million. We consider organisations from a wide range of industry sectors, including professional services, healthcare, education, retail, leisure & hospitality, public entities, manufacturing, wholesale & distribution, construction, transportation and logistics and financial institutions.

## Types of customers for whom the product would be unsuitable

This product is not suitable for organisations with revenues in excess of £100 million.

Organisations with revenues in excess of £100 million may be insurable under our Cyber Mid-Market or Cyber Large Corporate products.

## Any notable exclusions or circumstances where the product will not respond

Standard market exclusions apply. Notable exclusions are highlighted in the Key Facts document.

Please review the Conditions under the policy document to ensure all obligations under the policy are understood.



### Other information which may be relevant to distributors

The underwriter will request all necessary information from you to enable us to offer this product. If you have any questions, please speak to the relevant underwriter.

Information about the notification of claims and circumstances and the complaints process is included in the policy document.