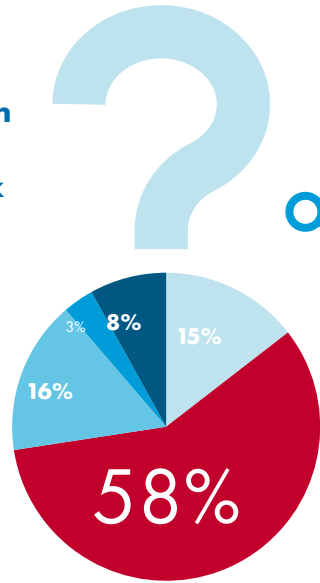Cyber Snapshot

What influences Cyber insurance purchases?

Insight from a survey* at the AIG Cyber Event: Emerging Threats, Intelligent Response

What is the main reason that holds buyers/ your organisation back from purchasing cyber insurance?

58%
15%
16%
3%
8%

- Premium levels
- Uncertainty of coverage
- Concerns about not paying out following an 'event'
- Coverage available in other lines
- Other

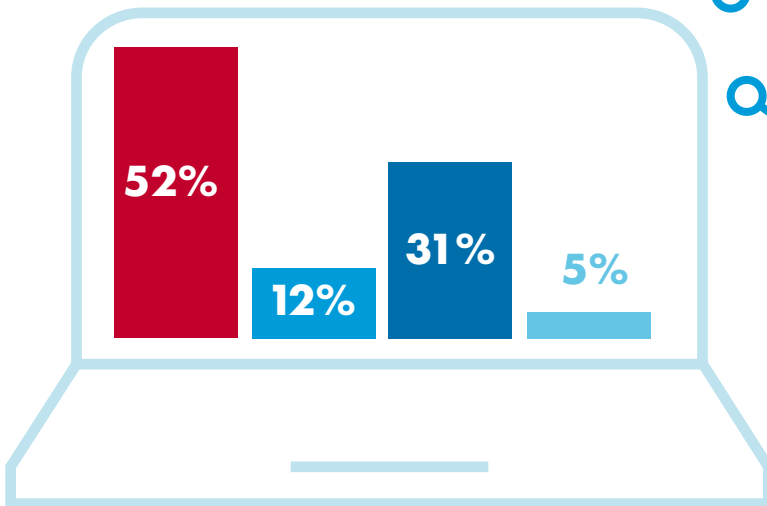## Which element of cyber insurance is most important to buyers/your organisation?

64%

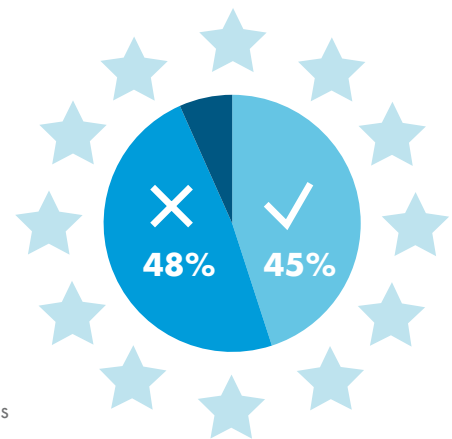### Post-loss incident management services

27% Insurance indemnity payments
8% Pre-loss risk mitigation services

Which cyber risk scenarios present the greatest risk to buyers/your organisation?

52%
12%
31%
5%

- Data breach
- Cyber Extortion
- Network interruption / system outage
- Other

Has your organisation/your clients' organisations started to prepare for the impending European General Data Protection Regulation (GDPR)?

✕ 48%
✓ 45%

- Yes
- No
- We don't think it will affect us / the way we work

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