Continuum

# Your Customer Data Is a Target

**Customer and employee records are valuable, whatever the size of the business.**

- **Customer and employee data held in cloud systems**
- **Personal records can be sold or used for fraud**
- **A single breach exposes everyone on file**

**Your data is worth the same to attackers.**

Continuum

# Same Tools, Same Threats

**Small firms rely on the same cloud platforms as large ones, with fewer controls around them.**

- **Run on the same cloud tools as large companies**
- **Fewer staff to configure and monitor them**
- **Weak access controls are an easy way in**

**The threat doesn’t scale down with your headcount.**

Continuum

# Fraud Through Trusted Channels

**Email and payment processes are often the easiest way in.**

**Email and payment processes open to impersonation fraud**

**One convincing message can redirect a real payment**

**Small teams often lack a second check**

**Attackers only need one convincing email.**

Continuum

# Clients Expect the Same Standards

**Service failures can bring liability, whatever the size of the supplier.**

- **Client contracts with liability for service failure**
- **Large clients often push the same terms down to suppliers**
- **One outage can trigger a claim you can’t absorb**

**Clients don’t lower their expectations for smaller suppliers.**

Continuum

# Limited Cash, Real Obligations

**Regulators expect notification after a breach, and small firms have little room to pay for it.**

- **Regulator notification duties after a data breach**
- **Limited cash to absorb an outage or a claim**
- **Little or no cover to share the cost**

**A single incident can close a small business.**

Continuum

# Small Companies Need the Same Protection

**Continuum helps SMEs see their exposure and build protection that fits their size.**



**Attackers don’t check your headcount. Clients don’t lower their expectations either.**

**www.continuuminsure.com/riskadvisory**