


## CYBER SECURITY FOR PUBLIC ENTITIES


Presented By Kevin Miller, CSRM, ARM-P, CSSC, CIC  
Director of Education and Government Practice, Partner




M3  
INSURANCE

1 © 2021 M3 Insurance®  
CONFIDENTIAL - DO NOT REPRODUCE OR DISTRIBUTE

## RISK CONTROL FOR CYBER LIABILITY



```
graph TD; A[Risk Management] --- B[Insurance]; A --- C[Incident Response]; B --- C;
```



M3  
INSURANCE

2 © 2021 M3 Insurance®  
CONFIDENTIAL - DO NOT REPRODUCE OR DISTRIBUTE

## 2022 CYBER INSURANCE LANDSCAPE

- More expensive
- Coverage Restrictions
- Increased Retentions
- Difficult to obtain
- Minimum Cybersecurity Requirements



3 © 2021 M3 Insurance®  
CONFIDENTIAL - DO NOT REPRODUCE OR DISTRIBUTE



## LONG-TERM CYBER INSURANCE MARKETPLACE

- Difficult
- Unstable
- Coming to end?



4 © 2021 M3 Insurance®  
CONFIDENTIAL - DO NOT REPRODUCE OR DISTRIBUTE



## IT WON'T HAPPEN TO ME

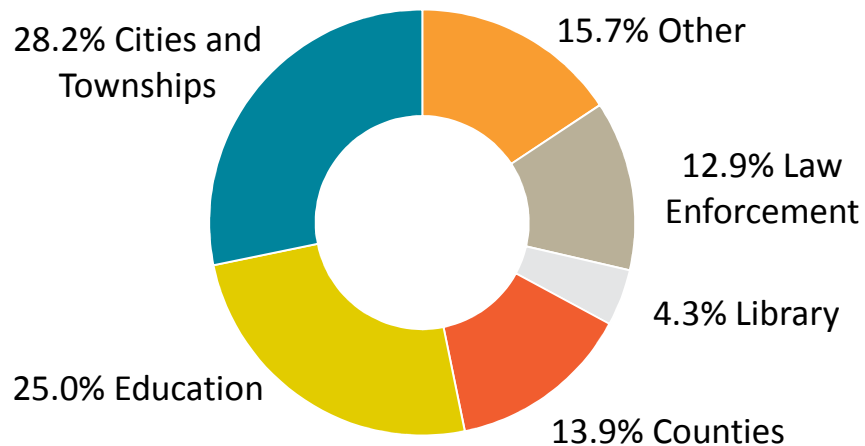
|   |  |
|---|--|
| City of Racine (Police) – Ransomware      | State of Wisconsin Election System – Hack    |
| Racine County - Ransomware                | City of Fond du Lac – Hack                   |
| Kewaskum (Police) – Data Breach           | Village of Nashotah – Ransomware             |
| City of Oshkosh (Police) - Malware        | City of Janesville – Ransomware              |
| Janesville School District - Ransomware   | Shorewood School District – Data Breach      |
| Kenosha Unified School District - Malware | Union Grove High School – Ransomware         |
| Village of Whitefish Bay - Ransomware     | Northcentral Technical College – Hack        |
| Manitowoc – Phishing/Data Breach          | Barron Area School District – Phishing       |
| City of Kenosha – DDoS                    | Black River Falls School District – Phishing |
| Neenah School District - Ransomware       | Elmbrook School District - Ransomware        |

Data Source: <https://www.seculore.com/resources/cyber-attack-archive/wisconsin>

5 © 2021 M3 Insurance®  
CONFIDENTIAL - DO NOT REPRODUCE OR DISTRIBUTE



## TARGET AREA OF ATTACKS







Data Source: Know Be 4 Whitepaper – The Economic Impact of Cyber Attacks on Municipalities

6 © 2021 M3 Insurance®  
CONFIDENTIAL - DO NOT REPRODUCE OR DISTRIBUTE



## WHY SCHOOLS?

### Your Information is Valuable







-  Student Information (and Family)
-  Student IEP/IDEA
-  Employee Information
-  Payment Information

7 © 2021 M3 Insurance®  
CONFIDENTIAL - DO NOT REPRODUCE OR DISTRIBUTE



## WHY SCHOOLS?

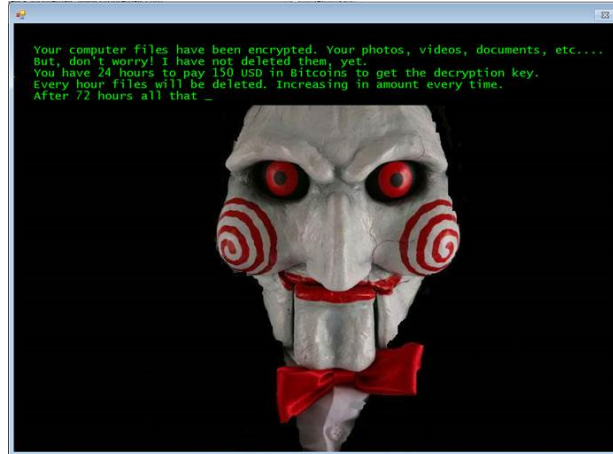
### You Are Vulnerable

-  Symbolic
-  Multiple Critical Issues
-  Insufficient Funding for IT
-  Poor or Non-existent Response Plan
-  Young Internet Users
-  Moved to the Cloud

8 © 2021 M3 Insurance®  
CONFIDENTIAL - DO NOT REPRODUCE OR DISTRIBUTE



## DO YOU WANT TO PLAY A GAME?



9 © 2021 M3 Insurance®  
CONFIDENTIAL - DO NOT REPRODUCE OR DISTRIBUTE



## RANSOMWARE

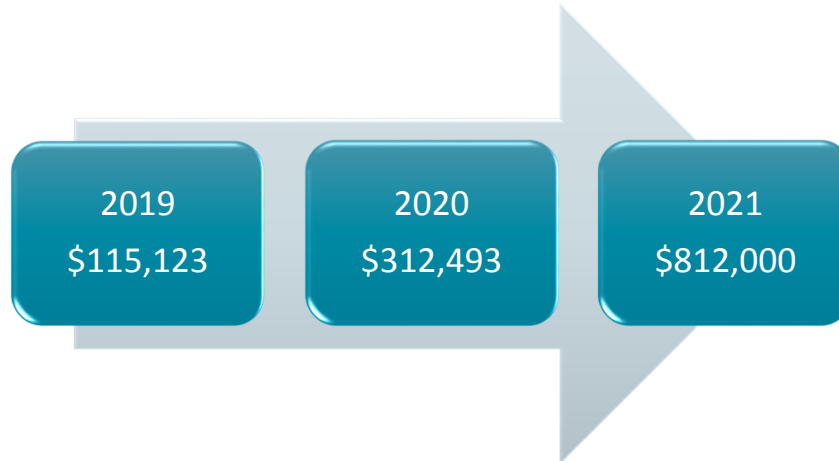
A type of malicious software designed to block access to a computer system until a sum of money or other consideration is paid.

- Exploit kits – via compromised websites and malvertising
- Malicious email attachments
- Malicious email links
- Social media and SMS
- Removable media
- Ransomware-as-a-Service (RaaS)

10 © 2021 M3 Insurance®  
CONFIDENTIAL - DO NOT REPRODUCE OR DISTRIBUTE

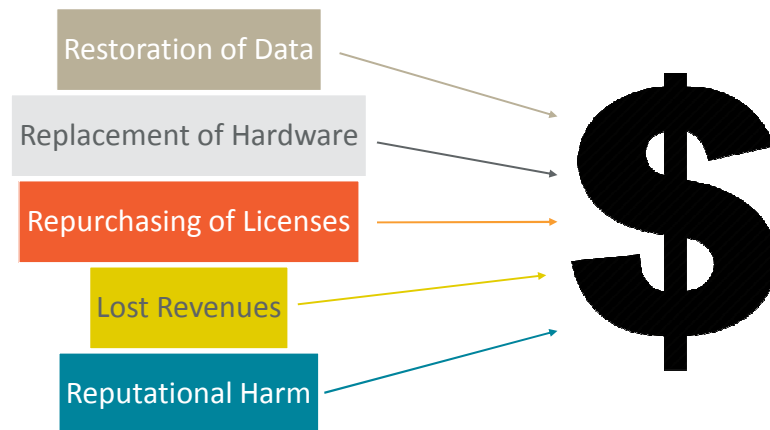


## AVERAGE RANSOMWARE PAYMENTS



11 © 2021 M3 Insurance®  
CONFIDENTIAL - DO NOT REPRODUCE OR DISTRIBUTE

## OTHER COSTS ASSOCIATED WITH RANSOMWARE



12 © 2021 M3 Insurance®  
CONFIDENTIAL - DO NOT REPRODUCE OR DISTRIBUTE

## SOCIAL ENGINEERING

The use of deception to manipulate individuals into divulging confidential or personal information that may be used for fraudulent purposes

- Phishing Emails
- Vishing
- SMSing
- Water Holing
- Tailgating



## SMISHING EXAMPLES

|   |  |   |  |
|---|--|---|--|
| <p>Monday, September 28, 2020</p> <p>Get Qyymia (phentermine and topiramate extended-release) CIV delivered through Qyymia Engage. See <a href="http://6.3e.com/NCYSE5MN">http://6.3e.com/NCYSE5MN</a>. Text STOP to end HELP for info.</p> <p>11:02 PM</p> | <p>Monday, May 11, 2020</p> <p>Roni, as a part of a nationwide test we are distributing free accounts with access to Netflix + Disney+ content, go to <a href="http://6z3ns.info/eWUk2r1hk5">6z3ns.info/eWUk2r1hk5</a></p> <p>MMS 11:35 AM</p> | <p>Thursday, April 23, 2020</p> <p>Roni Records indicate you are overpaying on your electric bill. New tech lets you slash it in half. <a href="http://qp4knt.com/mQ1M5">qp4knt.com/mQ1M5</a> EgkMQg Txt Stop to End.</p> <p>11:59 AM</p> | <p>Thursday, April 2, 2020</p> <p>Special Alert: New Requirements Are Leaving Drivers Shocked <a href="http://ng.safel1roads.host/plau402r/BkVpl_hJ">http://ng.safel1roads.host/plau402r/BkVpl_hJ</a><br/>Reply2Haltk</p> <p>4:29 PM</p> |
| <p>Friday, July 11, 2020</p> <p>Your Profile suggests that you may want aid during tough times like now? Confirm, reply with GO if you need us to send U aid and grant programs.</p> <p>10:33 AM</p>  | <p>Saturday, April 25, 2020</p> <p>Roni, melt your excess weight away with this Shark Tank miracle product. Completely free for the first 10 <a href="http://q72b1.info/uxuRM59EqE">q72b1.info/uxuRM59EqE</a></p> <p>MMS 4:14 PM</p>           | <p>Thursday, April 9, 2020</p> <p>Is this Roni Bliss? We have a free iPhone for you. Can you confirm your details by today: <a href="http://6vq04p.info/XmLV0oPHQ">6vq04p.info/XmLV0oPHQ</a></p> <p>MMS 7:06 PM</p>                       | <p>Friday, April 3, 2020</p> <p>Package theft is up 400%, How to Stop <a href="http://pe.net3reporting.host/nightwclcm/BxVpL_hJ">http://pe.net3reporting.host/nightwclcm/BxVpL_hJ</a><br/>Reply-To-sto,p.</p> <p>1:56 PM</p>             |

## CYBER UNDERWRITERS LOOK FOR:

- Multi Factor Authentication (MFA)
  - For access to: RDP, privileged accounts, and email
  - Can be: biological, systematic questions, or code access
- Anti-virus/malware software
- Regular employee training on cyber safety and social engineering
- Email security
  - External Email Warning, Spam Quarantine Notification



## CYBER UNDERWRITERS LOOK FOR:



### Email Screening and Quarantine Examples:

**EXTERNAL EMAIL:** Click links or open attachments with caution.

#### SPAM QUARANTINE NOTICE

The message(s) below have been blocked by your administrator as suspected spam. There are 34 new messages in your Email Quarantine since you received your last Spam Quarantine Notification. If the messages below are spam, you do not need to take any action. Messages will be automatically removed from the quarantine after 14 day(s).



## CYBER UNDERWRITERS LOOK FOR:

- End-Point detection & protection response tools
  - Technology that monitors and responds to cyber threats
  - Costly technology
- Robust patching policy
  - Software up-to-date
- A documented operational continuity plan
  - Must be in writing
  - Be prepared to share with the underwriter

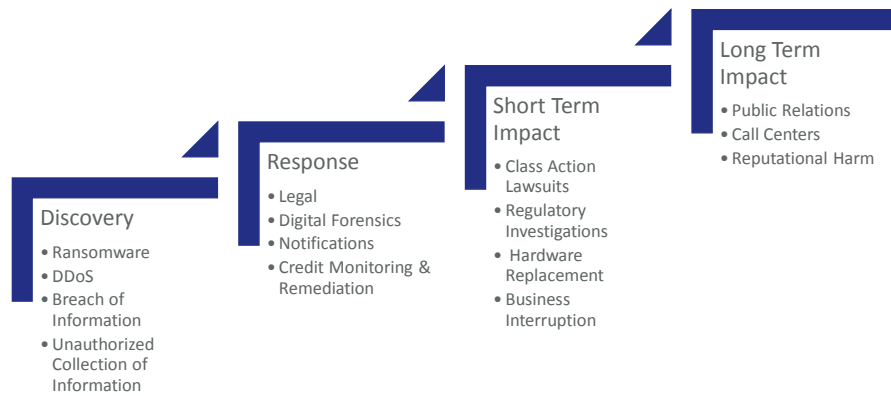


## CYBER UNDERWRITERS LOOK FOR:

- Encryption of sensitive data
- Regular backups (daily is best)
- Data backup stored in a separate location






## THE ANATOMY OF AN INCIDENT



19 © 2021 M3 Insurance®  
CONFIDENTIAL - DO NOT REPRODUCE OR DISTRIBUTE



## RESPONDING TO AN INCIDENT

- Follow the written incident response protocols 
- **No one should refer to a suspected incident as a “breach” in writing** – this could trigger statutes regarding the timing of legally required notifications 
- Avoid emails as much as possible if incident is suspected 

20 © 2021 M3 Insurance®  
CONFIDENTIAL - DO NOT REPRODUCE OR DISTRIBUTE



## RESPONDING TO AN INCIDENT

### Report the Incident ASAP

- Incident hotline/  
insurance company
- Insurance agent
- Law enforcement
- Legal Counsel



21 © 2021 M3 Insurance®  
CONFIDENTIAL - DO NOT REPRODUCE OR DISTRIBUTE



## RESPONDING TO AN INCIDENT

### Why You Want To Be Insured

- Payment
- Legal representation
- Forensic IT
- Forensic accounting
- Ransomware negotiation

***Without insurance you are on your own.***

22 © 2021 M3 Insurance®  
CONFIDENTIAL - DO NOT REPRODUCE OR DISTRIBUTE



## ASSISTANCE IS AVAILABLE



The National Institute of Standards and Technology

<https://www.nist.gov/cybersecurity>

NIST develops cybersecurity standards, guidelines, best practices, and other resources to meet the needs of U.S. industry, federal agencies and the broader public.



## ASSISTANCE IS AVAILABLE



- Center for Internet Security

<https://www.cisecurity.org/>



## ASSISTANCE IS AVAILABLE



Cyber Security & Infrastructure Security Agency

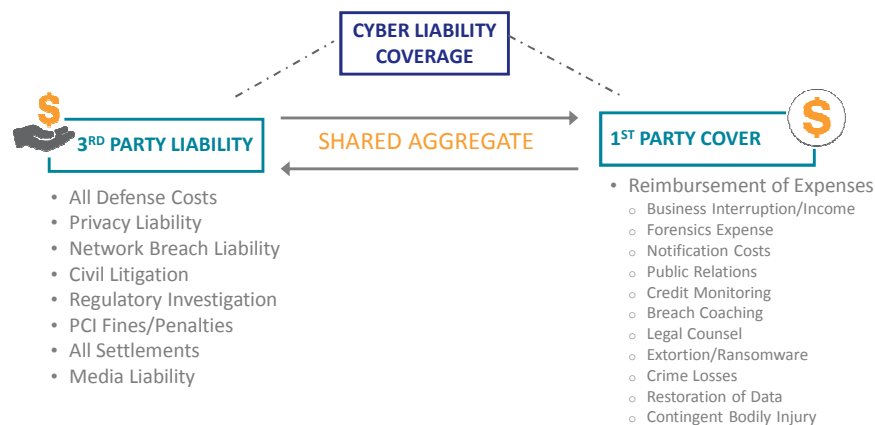
<https://www.cisa.gov/stopransomware>

**StopRansomware.gov** is the U.S. government's official one-stop location for resources to tackle ransomware more effectively.

25 © 2021 M3 Insurance® CONFIDENTIAL - DO NOT REPRODUCE OR DISTRIBUTE



## CYBER LIABILITY COVERAGE OVERVIEW



26 © 2021 M3 Insurance® CONFIDENTIAL - DO NOT REPRODUCE OR DISTRIBUTE





## QUESTIONS?

Kevin Miller

[Kevin.Miller@m3ins.com](mailto:Kevin.Miller@m3ins.com)

262-524-4190

THANK YOU FOR YOUR  
TIME!!

