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## FOR IMMEDIATE RELEASE

### Society Insurance Introduces Leading-Edge Cyber Liability Coverage

*Society fills market need with comprehensive data security and privacy protection*

**FOND DU LAC, Wis. (October 30, 2017)**—Society has announced cyber liability insurance coverage beginning with new policies and renewals effective December 1, 2017.

While Society has offered basic data breach protection in the past, this comprehensive cyber liability insurance coverage is broader in scope, addressing both first-party losses and third-party liability claims, and including protection from things like cyber extortion and payment card company rule violations.

“Society is thrilled to offer cutting-edge cyber liability insurance protection to complement our suite of business insurance products. This coverage is particularly important for the service and hospitality industries we serve,” said Society Vice President of Commercial Underwriting D. Holly Lifke. “As always, we are committed to educating agents and policyholders on smart risk management techniques to prevent the worst from happening while providing protection and peace of mind if it does.”

With cyber liability insurance available at a competitive price, Society remains on the front line of providing innovative insurance products with great attention to the details that matter most to business owners.

To find out how Society can help your business, visit [societyinsurance.com](http://societyinsurance.com) to find an agent and request a free quote.

**ABOUT SOCIETY INSURANCE:** *Headquartered in Fond du Lac, Wis., Society Insurance has been a leading niche insurance carrier since 1915. Society focuses on the small details that make a big difference to its policyholders while offering top-notch insurance coverage, service and competitive pricing to businesses in Wisconsin, Illinois, Indiana, Iowa and Tennessee. Learn more at [societyinsurance.com](http://societyinsurance.com).*

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