

Tawas Bay Insurance Agency, LLC.
PO Box 432
East Tawas, MI 48730



Tawas Bay
Insurance Agency, LLC.

(989) 362.3409
(800) 966.3409

www.tawasbayagency.com

AAA | Accident Fund | Auto-Owners
Blue Cross Blue Shield | Cincinnati
Citizens | Frankenmuth
Grand River | Hagerty | Hastings
Michigan | Pioneer | Priority Health
Progressive | Secura | Travelers



Spring 2022

PROTECTION CONNECTION

Tawas Bay Insurance Agency's Newsletter



The Growing Need for Personal Cyber Coverage

Technology plays a large role in how we live, work, and entertain, and continues to advance every day. We are able to stream content, communicate with others, shop, make electronic payments, and even adjust our thermostat at the click of a button. As technology advances, so do the tactics of cybercriminals—resulting in more frequent and severe cyber events. In fact, the FBI reported receiving more than 800,000 complaints regarding cybercrimes in the past year, totaling \$4.2 billion in overall expenses. Here are some of the most common cyber incident scenarios that individuals and their families may encounter:

- **Bank fraud**—This form of fraud entails a cybercriminal gaining unauthorized access to an individual's electronic bank credentials, allowing them to transfer and steal funds from the individual's account. According to a recent report from NortonLifeLock, cybercriminals steal over \$170 billion each year via bank fraud.
- **Identity theft**—Such theft refers to a cybercriminal accessing an individual's personal information (e.g., Social Security number or credit card number) and using it to commit fraud or other crimes under the individual's name. The Federal Trade Commission confirmed that nearly 1.4 million complaints related to identity theft were filed last year, up 113% from the previous year.
- **Data loss**—In the event that an individual's device gets infected with a virus or other malicious software (also called malware), they face the risk of losing any valuable data stored on that device. Viruses and malware can come from numerous avenues, including harmful websites, dangerous email attachments or infected USB flash drives—thus making data loss a major threat.
- **Extortion**—Ransomware incidents have contributed to a substantial rise in cyber extortion over the last few years. These incidents stem from a cybercriminal using malware to compromise an individual's device (and any data stored on it) and demanding a ransom payment in exchange for restoration. In some cases, the cybercriminal may even threaten to publicly share the individual's data if they don't receive payment. According to cybersecurity experts, ransomware incidents have increased 500% since 2018, with the average ransom payment totaling over \$300,000.
- **Cyberbullying**—While social media platforms allow individuals to connect with others, these platforms can also, unfortunately, be used for negative purposes, such as cyberbullying. This type of bullying refers to harassment, threats or other intimidating language that occurs via electronic means. Although anyone can be a victim of cyberbullying, kids and teenagers are particularly vulnerable. The latest data from Pew Research revealed that 59% of teens have experienced cyberbullying.

Considering these risks, it's clear that we can't afford to ignore cybercrime. In addition to implementing effective cybersecurity practices (e.g., using trusted devices, browsing secure websites, conducting software updates, backing up data, creating unique passwords and knowing how to identify potential scams), having adequate insurance in place is crucial. That's where personal cyber insurance can help. This form of coverage can provide **financial protection** for cyber related losses. Individuals should consult trusted insurance professionals to discuss their specific coverage capabilities. We are happy to help.

welcome little ones!



Ashley, Nathan,
Nova & Clay
Miller

You may have noticed
that Ashley and Katie
have not been around as
much the last few
months, and here's why!



Katie, Aaron
& Amelia
Korcowski

Katie Korcowski earns the
CISR Designation!



The Certified Insurance Service Representative (CISR) designation, offered through The National Alliance for Insurance Education and Research, empowers outstanding individuals to provide exceptional account management and customer service. Earning this designation indicates Katie's comprehensive understanding of risks and exposures, as well as her commitment to ongoing education and the highest level of professional service.

Recently, many clients have asked, "Why did my home insurance bill go up?" and "Do I have enough coverage on my home?" Both are great questions, and both are related to the rising construction costs across the nation.

Historically low interest rates over the last few years have led to a rise in home purchases, and new home renovation projects. At the same time, quarantined homeowners were tackling home improvement projects while the same quarantine shut down manufacturing. So as the demand for materials increased, the supply went down, and costs soared.

According to the National Association of Home Builders (NAHB), current lumber costs are up 340% from 2020. That's an additional 152% from when we brought this up last year. Increased building material and construction prices lead to higher homeowners insurance claim expenses, and the cost to rebuild your house is significantly more expensive now than it was when you purchased your policy.

This brings us back to question one, "Why did my home insurance bill go up?" In an effort to avoid home insurance claims that are greater than the amount of coverage you have on your policy, many insurance companies are recalculating the cost to rebuild your home and increasing the amount of coverage to accommodate these higher costs. More coverage = higher bill.

While this automatic adjustment will help bridge the gap, insurance companies do not know your home as well as you do and may not account for any changes or improvements you have made since purchasing your policy. This brings us back to question two, "Do I have enough coverage on my home?" The best way to ensure you have proper coverage is to review your policy with your agent. We will use a tool called a Replacement Cost Estimator (RCE) to help you determine the amount of coverage you need based on the current average construction costs. You can also divide your coverage amount by your square footage and ask a local contractor if this would be a sufficient amount to rebuild your home. Either way, it is important to review your policies regularly with your agent to ensure you have adequate coverage for your unique situations.

©2022 Zywave, Inc. All rights reserved.

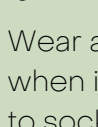
Tick Tips

Tick season in Michigan generally runs from **April to September**, when the weather is warm. Use these tips to avoid coming in contact with a deer tick while outside:

Wear light-colored clothing to make identifying ticks easier.



Spray yourself with insect repellent.



Wear a long-sleeved shirt and pants when in wooded areas. Tuck pants in to socks.



Walk in the center of trails to avoid overhanging trees or bushes.

Keep long hair tied back so that ticks cannot climb up your hair and get attached to your scalp.



Wash your body and clothing and inspect your body for ticks afterward.

Inspect your dog's hair too if they have been playing in wooded areas.



Removing a Tick

Bacteria from a tick bite does not transmit into your bloodstream for 36 to 48 hours, which lessens your chance of contracting a disease if you find ticks and remove them immediately.

If you find a tick on your body, use tweezers to grab the tick firmly where it has entered the skin. Slowly, yet firmly, pull the tick directly outward. Once the tick is removed, clean the bite thoroughly with a disinfectant and watch the area for any symptoms

©2022 Zywave, Inc. All rights reserved.