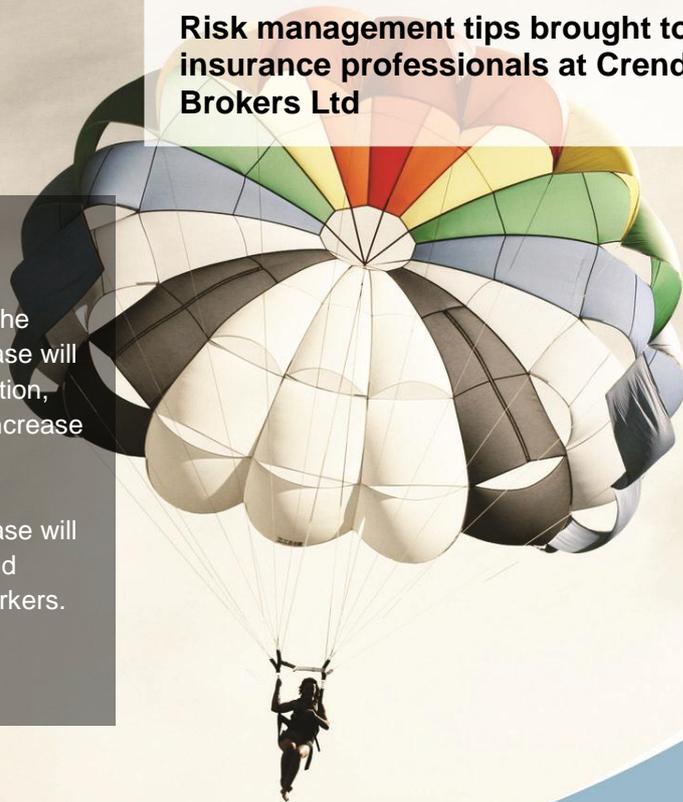


### DID YOU KNOW?

For the first time in six years, the national minimum wage increase will be higher than the rate of inflation, resulting in the biggest cash increase in take-home pay for low-paid workers since 2008. The new national minimum wage increase will take effect in October 2014 and benefit more than 1 million workers.



April 2014

## Pay the New National Minimum Wage or Risk Incurring Higher Fines

On 22 March 2014 the government announced it will increase the national minimum wage (NMW) to £6.50 an hour in October 2014. Employers must comply with the increase or risk incurring heftier fines as part of the government's crackdown on rogue employers that pay workers with wages below the NMW.

In the past, employers that did not comply with the NMW were forced to pay any unpaid wages plus a financial penalty calculated as 50 per cent of the total underpayment for all of their underpaid workers, up to a maximum of £5,000.

Now these employers face a larger maximum penalty, calculated as 100 per cent of the unpaid wages, up to a maximum of £20,000.

The government is pressing the matter further by advocating for the maximum £20,000 penalty to apply to each underpaid worker rather than

each employer, setting the stage for potentially enormous fines in the future.

Rogue employers also face public 'naming and shaming' for neglecting to properly pay their employees. Based on a scheme that took effect on 1 October 2013, the government has started publishing the names of these employers, which carries with it not just the financial penalties but also the incalculable loss of the public's trust and a hard-earned reputation.

## Now is the Time for Cyber Liability Cover

The risk of organisations experiencing data breaches has become self-evident. Just a cursory glance at the news will reveal countless cases both big and small, such as the recent data breach of more than 2,000 Tesco customers' personal details and the 2013 hacking at US retailer Target.

Data breaches have become a fact of life—there is no escaping the possibility that your business could be hit by a massive data breach, generating steep fines and shattering your business' long-developed reputation in one fell swoop.

You cannot afford to wait—if your business does not have cyber liability cover, now is the time to act.

Because cyber liability insurance is so new, available in the market only for the last 10 years or so, confusion

*(Continued on next page.)*



**Crendon  
Insurance  
Brokers**

## Are You Using Social Media to Your Advantage?

In a relatively short span of time, social media has completely changed the way businesses interact with the public. In the past, information about an organisation was only unidirectional—it flowed outward from the organisation to the public. Businesses controlled how they were perceived and thus had all the leverage.

Now, sharing information by or about a business is characterised by interactive conversation rather than unidirectional information transmission. A single entity no longer has all the leverage. You cannot completely control your business' message; you can only guide it. The best tool for guiding that message is social media. Social media comes with a slew of general benefits, including the following:

- Endless possibilities for spreading content or ideas—word of mouth knows no bounds
- Creation of influence and buzz that traditional media simply cannot produce, for a fraction of the cost
- Opportunities to help shape the conversation, because people are probably already talking about your business on social media
- Interaction with prospects and customers, providing an opportunity to monitor the competition's message

All social media sites come with these benefits, but not all of them are suited for the same purpose. Use the following social media sites according to what you hope to accomplish and how you plan to interact with customers.

- **Facebook** is the most popular social media site in the world. Think of your Facebook page as a second website. Customise your page to reflect your company's culture. Diligently monitor your presence and respond to all comments with a professional, conversational tone.
- **Twitter** is best for sharing up-to-the-minute updates with your followers. Follow clients, competitors and industry insiders to stay ahead of the curve and help guide the conversation.
- **LinkedIn** is exclusively for professional networking. Add as many industry connections as you can to guide the best candidates to your company and establish your business as an industry front-runner.

Crendon Insurance Brokers Ltd has all the resources necessary to boost your business' social media presence and generate a buzz that provides tangible returns.

## Time for Cyber Liability Cover

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still exists as to what exactly it covers. Cyber liability insurance can cover the cost of restoring loss to business income or damage caused by a data breach, network interruption, system failure and more. Policies can also cover third-party risks, such as your customers' property. A traditional business liability policy is extremely unlikely to protect against most of these exposures.

Although it sounds fairly simple, make no mistake: purchasing cyber liability insurance can be tricky. It requires a specialist broker to tailor a policy to your business' unique risks. Cyber liability policies are rarely one-size-fits-all. Working with a knowledgeable broker will help you pinpoint your business' biggest cyber liability risks and craft a policy to cover every one.

Additionally, cyber liability requires constant stewardship, even if you already have a robust cyber liability policy. New technology with the capability to cripple your organisation emerges every day. Without perpetual maintenance, you risk a cyber breach simply by refusing to stay up to date on the latest threats.

Trust in the insurance professionals at Crendon Insurance Brokers Ltd to keep your business protected and informed about the newest cyber liability risks.