
— *Protecting your family online* —

Personal cyber insurance: what it covers and how to choose limits.

So much of your family's financial life happens online now. This guide explains, in plain language, what each coverage does, which fine print decides whether a claim is paid, and how to choose limits that fit the way your household moves money.

Written by the PCRG Insurance team
Updated October 2026

THE SHORT ANSWER

- Personal cyber insurance pays for a household's losses from online fraud, ransomware, identity theft, cyberbullying and related lawsuits.
- For most families, the most important coverage is online fraud, sometimes called social engineering, because that is where the largest losses happen.
- Set your fraud limit against the largest single transfer you could realistically make, then check the sublimit, not just the headline number.
- Limits and terms vary widely by carrier, whether you buy an add-on to your home policy or a standalone policy. Compare the actual numbers.

In this guide.

01 Why families are reviewing cyber coverage now

02 Each coverage, explained

03 Endorsement or standalone policy

04 How to choose limits

05 Your limits worksheet

06 The fine print to check

07 Questions for your advisor

08 How claims play out

09 What to do if you're attacked

10 Frequently asked questions

SECTION 1

Why families are reviewing personal cyber insurance now.

Online crime used to mean a stolen credit card number your bank quietly fixed. Today the losses are larger, more personal and harder to reverse, and the people targeted are often the ones with the most to lose.

\$20.9 billion in internet crime losses reported to the FBI in 2025, up 26% from 2024	\$7.7 billion lost by Americans age 60 and older, the hardest-hit age group	22,000+ complaints involving AI, such as cloned voices, with nearly \$893 million lost
---	---	--

Source: FBI Internet Crime Complaint Center (IC3), 2025 Internet Crime Report, released April 2026. ic3.gov

About 85% of those losses came from cyber-enabled fraud: people persuaded to send money by a fake title company email, a "bank fraud department" call or a cloned voice of a grandchild. That distinction matters, because it is exactly where homeowners policies and bank protections tend to stop, and where a well-chosen personal cyber policy can start.

Reported internet crime losses in the U.S. are climbing fast.

Losses reported to the FBI's Internet Crime Complaint Center, in billions of dollars



Source: FBI Internet Crime Complaint Center annual reports, 2023 to 2025.

Each personal cyber coverage, explained.

Policies bundle several coverages under one limit or give each its own sublimit, and not every policy includes all of them. Here is what each coverage is for, what it looks like in real life, and the question to ask before you buy.

Online fraud and social engineering

PAYS FOR	Money stolen through phishing, fake invoices, impersonation and fraudulent transfers. Some policies also cover payments you were tricked into making yourself.
LOOKS LIKE	The week of your closing, an email that appears to come from your title company sends "updated" wiring instructions. The down payment goes to a criminal's account.
ASK	Does it cover scams I authorized, or only unauthorized access? What is the fraud sublimit? Are there conditions, such as verifying instructions by phone?

Cyber extortion and ransomware

PAYS FOR	Professional help responding to a ransom or extortion threat and, where legal and approved by the carrier, the payment itself.
LOOKS LIKE	The family computer holding tax records and years of photos is locked, with a demand for payment in cryptocurrency.
ASK	Do I need the carrier's consent before paying? Is a response team included, and how do I reach it after hours?

Data and device restoration

PAYS FOR	Removing malware and restoring data and systems on computers, phones, tablets and connected home devices.
LOOKS LIKE	Security cameras, smart locks and the home network are compromised and need a professional reset.
ASK	Does it pay to replace hardware that can't be cleaned, or only to restore it? Which connected devices count?

Identity theft recovery

PAYS FOR	Help restoring your identity, often through a case manager, plus costs such as lost wages and legal fees.
LOOKS LIKE	A thief opens credit in your teenager's name, or takes over your phone number and uses it to reset financial account passwords.
ASK	Is a recovery case manager included? How much is available for lost wages? Does it cover every household member?

Cyberbullying and online harassment

PAYS FOR	Costs such as counseling, temporary tutoring, a school change or relocation, and legal expenses when a family member is targeted online.
LOOKS LIKE	Classmates create a fake account to humiliate your child, and the harassment follows them from school into every app.
ASK	How does the policy define cyberbullying? Does it require documentation or a report to the school or police?

Personal cyber liability

PAYS FOR	Legal defense and damages if a family member is accused of spreading malware, violating someone's privacy or defaming someone online.
LOOKS LIKE	An infected laptop spreads malware to a neighbor's network, or a heated post in a community group leads to a lawsuit.
ASK	How does this coordinate with my umbrella policy? Which one responds first to an online defamation claim?

Breach costs for data you hold

PAYS FOR	Notifications and credit monitoring when personal information you're responsible for is exposed.
LOOKS LIKE	Your nanny's or house manager's Social Security number and payroll records are exposed when your home computer is breached.
ASK	Are household employees' records included? Does the policy cover legal guidance on what notice is required?

Which protection usually responds to common household cyber losses.

General patterns only. Your actual policies and account agreements decide.

Type of loss	Home policy	Umbrella	Bank or card issuer	Personal cyber*
Unauthorized card charges	☐	☐	☒	☐
Wire you were tricked into sending	☐	☐	☐	☐
Ransomware or extortion	☐	☐	☐	☒
Malware cleanup and data restoration	☐	☐	☐	☒
Identity theft recovery costs	☒	☐	☐	☒
Cyberbullying costs	☐	☐	☐	☒
Lawsuit over something posted online	☒	☒	☐	☐

☒ Usually ☐ Sometimes, depending on the policy ☐ Rarely or not at all

*When the policy includes that coverage. Some home policies offer identity theft or personal injury add-ons; some umbrellas cover defamation claims.

Endorsement or standalone policy: how they compare.

You can usually buy personal cyber coverage two ways: as an add-on (endorsement) to your homeowners or high-value home policy, or as its own policy. Neither is automatically better. Limits overlap more than most people expect, so the right choice depends on the specific options available to you, how much money you move and how many exposures your household has.

Feature	Endorsement to a home policy	Standalone personal cyber policy
How you buy it	Added to your existing home, condo or renters policy	A separate policy that doesn't depend on who insures your home
Limits	Commonly \$25,000 to \$100,000; some high-value home carriers offer options up to \$1 million	Varies widely by carrier, from about \$10,000 to \$1 million or more
Breadth	Some include only certain coverages, or bundle several under one shared limit	Varies; some offer more coverages, separate sublimits and response services
Scams you authorized	Varies by policy; confirm before buying	Varies by policy; confirm before buying
Convenience	One carrier and one renewal for home and cyber	Lets you choose cyber terms independently of your home carrier
Often a fit for	Families whose home carrier offers the limits and terms they need	Families who need higher limits or broader terms than their home carrier offers

Limits, terms and availability vary by carrier and state. A PCRG Insurance advisor will show you the actual figures for each option.

How to choose personal cyber insurance limits.

Many families pick a limit by gut feel or take whatever comes with the policy. A better approach starts with the biggest loss you could realistically suffer and works backward.

- 1

Find your largest realistic single transfer.

Think about the next two or three years: a down payment or closing, a renovation draw, tuition, funding an investment, a gift to a child. Fraud losses are often a single transfer, so your fraud limit should reach that number, or you should know the size of the gap you're accepting.
- 2

Look at the sublimit, not the headline.

A policy advertised at a high limit may cap fraud or social engineering much lower. The sublimit for the coverage you're most likely to use is the number that matters.

- 3 **Count your household's exposures.**
Teens online, parents who may be targeted, household staff, smart home systems, a public role or cryptocurrency holdings each point to a specific coverage worth strengthening.
- 4 **Coordinate with what you already have.**
Your umbrella may handle some liability claims. Your bank may reimburse unauthorized charges, but those protections often don't extend to payments you approved yourself, even when you were deceived. Fill the gaps rather than duplicating coverage.
- 5 **Choose a deductible you'd pay without strain, then revisit at life events.**
Buying or selling a home, a liquidity event, a child leaving for college or a parent moving in are all moments to recheck your limits.

Match your fraud sublimit to your largest transfer.

Illustration only. If your largest planned transfer is bigger than your fraud sublimit, the difference is yours to absorb.

Smaller fraud sublimit



Larger fraud sublimit



Your largest realistic single transfer



Target line

Life events that should prompt a coverage review.

Each one changes how much money you move or who in your household is exposed.



Your limits worksheet.

Fill this in before you meet with your advisor. It turns a vague question ("how much do we need?") into a specific one.

Fraud limit check

A. Largest single transfer we might make in the next 2 to 3 years: \$ _____

What it's for (closing, renovation, tuition, investment, gift): _____

B. Our current online fraud sublimit (from our policy): \$ _____

C. Gap we'd absorb today (A minus B, if positive): \$ _____

Does our fraud coverage include scams we authorized? ☐ Yes ☐ No ☐ Not sure

Household exposures

If this applies to your household	Coverage to look at closely
☐ Buying or selling a home soon	Online fraud, with a sublimit that reaches your closing funds
☐ Children or teens active online	Cyberbullying, and identity recovery that extends to minors
☐ Parents you help with finances, or who live with you	Who counts as a household member; they may need their own coverage
☐ Household employees	Breach costs for records you hold, and whether staff are covered
☐ Public profile (executive, physician, attorney, community leader)	Personal cyber liability and identity recovery
☐ Smart home or security systems	Data and device restoration, and cyber extortion
☐ Cryptocurrency holdings	How digital currency is treated; many policies exclude or limit it
☐ Someone runs a business from home	Business exclusions; a business cyber policy may be needed

This worksheet is a conversation starter, not a quote or recommendation. A licensed PCRG Insurance advisor will confirm limits and terms for your situation.

The fine print that decides whether a claim is paid.

Two policies with the same limit can respond very differently. These are the terms worth reading, or asking us to read for you.

- ☐ **Who counts as a household member.** Resident family members are typically covered. Check students away at school, adult children who've moved home, a parent living with you and household staff.
- ☐ **Conditions on scam coverage.** Some policies pay only if you followed a verification step, such as calling a known number before sending a wire.
- ☐ **Sublimits and shared limits.** Fraud, extortion and cyberbullying may have their own caps below the overall limit, or share one limit.
- ☐ **Digital currency.** Many policies exclude or sharply limit cryptocurrency losses.
- ☐ **Business activity exclusions.** Losses tied to a business you run from home usually aren't covered by a personal policy.
- ☐ **What triggers coverage.** Many policies require the incident to be discovered during the policy period and reported within a set number of days.
- ☐ **Consent and vendors.** Whether you need the carrier's approval before paying a ransom or hiring help, and which response services are included.
- ☐ **Prior incidents.** Problems that began before coverage starts are generally excluded.

Questions to ask your insurance advisor.

- ☐ Does this policy cover money I send because I was deceived, and what is that sublimit?
- ☐ Who in my household is covered, including students, live-in parents and staff?
- ☐ Is there a verification condition I need to follow before sending a wire?
- ☐ How does this coordinate with my homeowners, umbrella and bank protections?
- ☐ What response services are included, and how do I reach them at night or on a weekend?
- ☐ When should we revisit limits, and what life events should trigger a call?

How personal cyber claims can play out for families.

These illustrative examples show how coverage can respond. Every claim depends on the specific policy wording.

The closing-week email

WHAT HAPPENED

A couple buying a waterfront home received wiring instructions that looked exactly like their title company's. The money went to a fraudster.

HOW COVERAGE CAN RESPOND

Online fraud coverage that includes authorized transfers can reimburse the loss up to the fraud sublimit.

WHAT MADE THE DIFFERENCE

A fraud sublimit sized to the transfer, chosen when the purchase was first planned.

The call from a grandson who wasn't

WHAT HAPPENED

A retired parent heard a cloned voice of their grandson asking for bail money and sent a large payment.

HOW COVERAGE CAN RESPOND

If the parent counts as a household member, social engineering coverage may respond. If not, they may need their own policy.

WHAT MADE THE DIFFERENCE

Confirming who is covered before the call came.

The group chat that turned

WHAT HAPPENED

A high school sophomore was targeted by sustained online harassment that made school impossible.

HOW COVERAGE CAN RESPOND

Cyberbullying coverage can pay for counseling, tutoring during time away and the cost of changing schools.

WHAT MADE THE DIFFERENCE

Documenting incidents and reporting them to the school, which some policies require.

The house manager's records

WHAT HAPPENED

Malware on a home office computer exposed payroll files for two household employees.

HOW COVERAGE CAN RESPOND

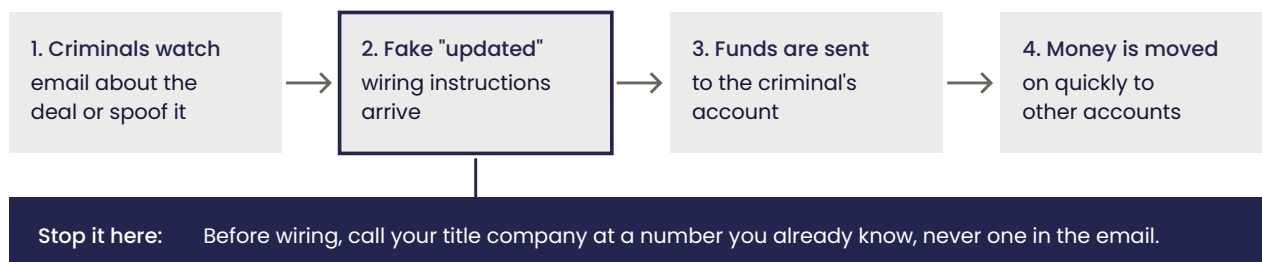
Breach cost coverage can pay for notifications and credit monitoring; data restoration can clean the computer.

WHAT MADE THE DIFFERENCE

A policy that extends to data you hold about household staff.

Anatomy of a closing-week wire scam, and where to stop it.

The pattern behind many real estate wire fraud losses.



What to do in the first hours after a cyber attack or scam.

Speed matters. In 2025, the FBI's Recovery Asset Team froze about \$679 million of roughly \$1.2 billion in attempted theft that was reported in time to qualify for its recovery process, a 58% success rate. Its process is built mainly around fraudulent bank transfers.

- 1 Call your bank or brokerage fraud line.**
Use the number on your card, statement or the institution's official website, not one from an email or text. Ask them to stop or recall the transfer.
- 2 Report it to the FBI at ic3.gov.**
Include the amount, date, receiving account details and any messages from the scammer.
- 3 Secure your accounts from a clean device.**
Change passwords, turn on multi-factor authentication and call your mobile carrier if your phone number may have been taken over.
- 4 If your identity was used, go to IdentityTheft.gov.**
Place free credit freezes with Equifax, Experian and TransUnion.
- 5 Call PCRG Insurance before you pay anyone or hire help.**
Many policies require prompt notice and use of approved response vendors. Keep screenshots, emails and receipts. Be wary of anyone offering to recover your money for a fee; "recovery" offers are a common follow-up scam.

PCRG Insurance: (425) 243-5193 | info@pcrginsurance.com

Keep these numbers handy.

Fill this in now, so you are not searching for numbers in the middle of an incident.

Bank fraud line:

Brokerage fraud line:

Mobile carrier:

Insurance policy number:

Report to the FBI

Identity theft recovery plan

Credit freezes

PCRG Insurance

ic3.gov

IdentityTheft.gov

Equifax, Experian, TransUnion

(425) 243-5193

PCRG Insurance | Personal Cyber Insurance Guide for Families

pcrginsurance.com | (425) 243-5193 10

Frequently asked questions.

Does personal cyber insurance cover cryptocurrency theft?

Often not, or only with a low sublimit. Many personal cyber policies exclude or sharply limit losses of digital currency. If your family holds crypto, ask how each policy treats it before you buy.

If my bank reimburses fraud, do I still need personal cyber insurance?

Bank protections for unauthorized transactions often don't extend to payments you approved yourself, even if a scammer tricked you, and wire transfers are generally among the hardest payments to reverse. Personal cyber insurance can help fill that gap, along with identity recovery, extortion and cyberbullying costs a bank won't pay.

Does personal cyber insurance cover my home business or remote work?

Personal cyber policies usually exclude business activities. Losses involving your company's money, clients or systems typically need a business cyber policy or your employer's coverage.

Are AI voice-cloning and deepfake scams covered?

They can be, under online fraud or social engineering coverage, because the loss is money you were deceived into sending. Coverage depends on the policy's definitions and any verification conditions, so confirm how each option treats impersonation by phone or video.

Does personal cyber insurance cover SIM swapping?

A SIM swap can involve several coverages: identity theft recovery, online fraud if money is taken, and data restoration. Whether stolen funds are reimbursed depends on the fraud coverage and its exclusions, including those for digital currency.

Does my umbrella policy cover cyber liability?

Some umbrella policies cover personal injury claims such as defamation, which can include things said online, but umbrella policies generally don't cover your own cyber losses like stolen funds, ransomware or identity recovery. The two should be reviewed together.

How quickly should I report a cyber incident?

Immediately. Call your bank first to try to stop or recall the payment, file a complaint at ic3.gov, then call your insurance advisor. Speed improves the chance of recovering funds, and many policies set a deadline for reporting a claim.



PCRG INSURANCE

COMPLIMENTARY REVIEW

— *Peace of mind, before you need it* —

Find out what you're covered for before a cyber loss happens.

A PCRG Insurance advisor will review your home, umbrella and existing cyber coverage, show you any gaps, and compare personal cyber options from multiple top-rated carriers. The review is complimentary.

CALL

(425) 243-5193

EMAIL

info@pcrginsurance.com

MEET

Virtual, by phone, or
in person by appointment

WEB

pcrginsurance.com

IMPORTANT INFORMATION

This guide is provided by PCRG Insurance for general educational purposes only. It is not insurance, legal, tax or financial advice, and it is not an offer, contract or guarantee of coverage. It does not change, extend or replace the terms of any insurance policy. Coverage, limits, sublimits, deductibles, exclusions and conditions vary by carrier, policy form and state, and all coverage is subject to underwriting approval and the terms of the policy as issued. Only the policy itself determines what is covered and whether a claim will be paid. Examples and scenarios are hypothetical and for illustration only. Statistics are drawn from FBI Internet Crime Complaint Center annual reports and other public sources believed to be reliable, but their accuracy and completeness are not guaranteed. References to third-party organizations and websites are provided for convenience and do not imply endorsement. Information is current as of October 2026 and may change without notice. PCRG Insurance is an independent insurance agency; policies are issued and underwritten by the insurance carriers it represents. Please consult a licensed PCRG Insurance advisor about your specific situation, and an attorney or tax professional for legal or tax questions.