



INFLUENCER & PUBLIC FIGURE

Our appetite is for individuals who are known by the general public with a good reputation and level temperament.

This factsheet is a high-level guide and not everything we can do – if in doubt, speak to your Hiscox underwriter.

SWEETSPOT EXAMPLES

YouTubers and influencers

Sports people

Celebrity chef

Fashion models

Business and industry leaders

Musicians

Authors

TV presenters

OUR TARGET RISK PROFILE



UK-based



Well-known



Strong reputation and level temperament



Media-trained

LIKELY MAXIMUM LIMITS

By turnover banding

Up to £100m **£5m Limit**

Over £100m **Selective Appetite**

KEY CROSS-SELL OPPORTUNITIES:



PROPERTY



CASUALTY

KEY BENEFITS

01

Broad intellectual property and defamation cover

02

Breach of promotional contract

03

Unauthorised access to social media

04

Automatic cover for subcontractors and freelancers

05

Claim from a client for breach of advertising codes

06

Worldwide cover by default