

Professional indemnity for marketing advertising and communications companies

Policy wording

The General terms and conditions and the following terms and conditions all apply to this section.

Special definitions for this section

Advertising	Advertising, publicity, or promotion in or of your products or services performed within the geographical limits .
Applicable courts	The courts of competent jurisdiction in those countries stated as the 'applicable courts' in the Schedule.
Business activities	The activities shown in the schedule, which you perform in the course of your business within the geographical limits .
Claim	Any written assertion of liability or any written demand for financial compensation or injunctive relief first made against you within the applicable courts .
Client	Any person or entity with whom you have contracted to provide services or deliverables that expressly fall within your business activities .
Defence costs	All reasonable and necessary lawyer's and expert's fees and legal costs incurred with our prior written agreement in investigating, settling, defending, and/or appealing or defending an appeal against a covered claim but not including any overhead costs, general business expenses, salaries, or wages incurred by you or any other person or entity entitled to coverage under this section.
Employee	An individual performing employment duties solely on your behalf in the ordinary course of your business activities and who is subject to your sole control and direction and to whom you supply the instruments and place of work necessary to perform such business activities . You and your independent contractors will not be treated as employees under this section.
Existing subsidiary	Each and every entity identified in your proposal for this policy , but only if <ol style="list-style-type: none"> the insured owns more than 50% of the book value of the assets or of the outstanding voting rights as of the first day of the period of insurance, and its annual revenue and business activities are included in your proposal for this policy
Insured	The entity stated as the 'Insured' in the schedule.
Limit of indemnity	The limit of indemnity shown in the schedule.
Loss	Any financial harm caused to your business .
Potential claim	Any matter reasonably likely to lead to a claim covered under this section.
Retroactive date	The date stated as the "retroactive date" in the Schedule.
You / your	<ol style="list-style-type: none"> The insured or any existing subsidiary; directors, officers, board members and senior managers of the insured and existing subsidiaries.

What is covered

Claims against you

If the performance of **business activities** or **advertising** on or after the **retroactive date** by **you** or anyone on **your** behalf, including **your** subcontractors or outsourcers or the dishonest acts of **employees**, results in a **claim** being first made against **you** during the **period of insurance** for any actual or alleged:

- a. unintentional breach of a written contract where the **claim** is brought by a **client**;
- b. breach of a comparative advertising statute;
- c. defamation, including but not limited to libel, slander, trade libel, product disparagement, injurious falsehood, or any claim for emotional distress or outrage based on harm to the character or reputation of any person or entity;
- d. negligence or breach of any duty to use reasonable care and skill, including but not limited to negligent misrepresentation or negligent loss of or damage to any third party document, data or information for which **you** are responsible;
- e. negligent transmission of a computer virus, worm, logic bomb or Trojan horse, or negligence in connection with a denial of service attack;
- f. intellectual property infringement (but not any patent infringement or trade secret misappropriation), including but not limited to copyright infringement, trademark infringement, trademark dilution, trade dress infringement, publicity rights violations, cyber squatting violations, moral rights violations, any act of passing-off, or any misappropriation of formats, characters, trade names, character names, titles, plots, musical compositions, voices, slogans, graphic material, or artwork;
- g. breach of any duty of confidentiality, invasion of privacy, or violation of any other legal protections for personal information;
- h. breach of a license **you** have acquired to use a third party's trademark and/or copyrighted material, but only to the extent **your** use inadvertently exceeds express limitations in the license regarding the territory, duration, or media in which the material may be used and only if such breach is asserted in conjunction with and based on the same factual allegations as a **claim** for infringement of intellectual property rights in f. above;
- i. any other civil liability unless excluded by **what is not covered** below;

we will pay the amount agreed by **you** and **us** through good faith negotiation, mediation or some other form of alternative dispute resolution to settle a **claim** or the amounts to satisfy a judgment or arbitration award against **you** including any judgment or award ordering the payment of claimant's lawyers fees and costs. Such amounts to be paid by **us** shall not include or be calculated based on any of **your** overhead expenses, **your** liability for taxes, lost costs or profits, salaries or wages, or any future cost of doing business, including but not limited to the cost of any future license or royalty, or costs of improving **your** security, or performing audits.

We will also pay covered **defence costs** on **your** behalf, but **we** will not pay **defence costs** for any part of a **claim** not covered by this section.

Your own losses

Acting outside your authority

If a **client** refuses to pay for media space that **you** are legally committed to pay in the performance of **your business activities**, **we** will pay the amount **you** are committed to pay which **you** satisfy **us** cannot legally be recovered from **your client**. **We** will only do this provided:

- a. the **client** is not liable to **you**;
- b. **you** made this commitment in good faith in the belief that **you** had **your client's** authority to do so; and
- c. **you** have taken all reasonable steps to reduce **your loss**.

Payments toward your rectification costs

If **you** become aware of a **potential claim** with or without your **client's** knowledge, which directly arises from an inadvertent error occurring during the course of **your business activities**, then **we** will pay any reasonable and necessary costs exceeding the amount of the **excess** that **you** incur during the **period of insurance** (excluding **your** lost profits, management costs, mark-up, liability for taxes, or any measure of lost business) to rectify that

Professional indemnity for marketing advertising and communications companies

Policy wording

error provided **you**:

- a. notify **us** of the error as soon as practicable;
- b. satisfy **us** that a future **claim** would likely result from that error if not rectified;
- c. satisfy **us** that such future **claim** would likely be covered under this **policy** and involve a demand for damages greater than the cost of rectifying the error; and
- d. obtain **our** prior written consent before incurring such rectification costs, or incur such costs within 10 days of first learning of the error and later provide **us** with all information and documentation that **we** require to support the rectification costs **you** have incurred and the actions **you** have taken.

If subsequently a **claim** is still made against **you** following **our** payment of these rectification costs then these payments will be deducted from the amount **we** will pay toward resolution of that **claim** as well as the remaining **limit of indemnity** available for that **claim**.

Losses from dishonesty

If during the **period of insurance**, and in the performance of **your business activities** within the **geographical limits**, **you** suffer a loss from the dishonesty of **your employees** or self-employed freelancers directly contracted to **you** and under **your** supervision, where there was a clear intention to cause **you** loss or damage and to obtain a personal financial gain over and above any salary, bonus or commission, **we** will indemnify **you** against **your** direct financial loss.

Loss of documents

If during the **period of insurance** any document, information or data of **yours** which is necessary for the performance of **your business activities** is lost, damaged or destroyed while in **your** possession, **we** will cover **you** against the cost of restoring or replacing it. This does not include any data held electronically.

What is not covered

We will not make any payment for any **claim** (including **defence costs**) or **loss** directly or indirectly:

Matters specific to your business

1. for, alleging or arising from any contractual liability. However, this exclusion will not apply to any **claim** for unintentional breach of a written contract brought by a **client**;
2. for, alleging or arising from:
 - a. any contractual liability under 1. above where at the time the contract or variation to an existing contract was entered **you** were aware or reasonably ought to have been aware that there were not sufficient technical, creative, logistical, or financial resources to perform the contract as promised, including **your** under-budgeting of a project;
 - b. any warranty or guarantee; however, this exclusion will not apply to **your** warranty or guarantee that material created by **you** will not infringe another's intellectual property rights or **your** warranty or guarantee that **you** will use reasonable care and skill (or an equivalent industry standard) in the performance of a contract;
 - c. any exclusivity, territorial restriction, non-competition, non-solicitation, or other similar commercial terms;
 - d. any invoicing or timekeeping protocols; or
 - e. **your** decision to cease doing business with a business partner or associate;
3. resulting in an award for consequential, special or indirect damages, or loss of claimant's profits; however, this exclusion will not apply to:
 - a. a court's award of consequential, special or indirect damages resulting from **your** contractual disclaimer or limitation on such damages being deemed unenforceable by the same court issuing the award;
 - b. breach of a warranty made by **you** that the content **you** provide will not infringe another's intellectual property rights;
 - c. **your** warranty or guarantee that **you** will use reasonable care and skill (or an equivalent industry standard) in the performance of a contract;
 - d. breach of an express contractual provision that is solely triggered by **your** disclosure of **your client's** confidential information;
 - e. any amount **you** satisfy **us** that **you** are legally able to recover under a written

Professional indemnity for marketing advertising and communications companies

Policy wording

contract;

4. for, alleging, or arising from any infringement, use, or disclosure of a patent, or any use, disclosure or misappropriation of a trade secret;
5. for, alleging, or arising from any death or disease suffered or alleged to be suffered by anyone; however, this exclusion does not apply to any portion of any **claim** seeking damages for mental anguish or distress where such damages solely stem from a covered cause of action for defamation, breach of privacy, or negligent publication;
6. for, alleging, or arising from the loss, damage or destruction or loss of use of any tangible property; however this exclusion does not apply to any **claim**:
 - a. for alleging or arising from damage to electronic data;
 - b. your own **losses** directly arising from any document of **yours** which is necessary for the performance of **your business activities** and lost, damaged or destroyed while in **your** possession;
7. for, alleging, or arising from any false or misleading advertisement about **your** products or services that is published or broadcast to the general public or a specific marketing segment for the purpose of promoting any aspect of **your business**; however, this exclusion will not apply to any covered portion of any **claim** based on **your** alleged unauthorised use of another's trademark;
8. for, alleging, or arising from any self-replicating, malicious code that was not specifically targeted to **your** system; however, this exclusion will not apply to any covered portion of any **claim** for negligent transmission of a computer virus, worm, logic bomb, or Trojan horse;
9. for, alleging, or arising from any liability for any product design, industrial design, architectural design, or architectural services;
10. for, alleging, or arising from any prize, coupon, or voucher redemption level estimates or forecasts being exceeded or not met;
11. for, alleging, or arising from any over redemption or under redemption of coupons, discounts, awards or prizes from advertisements, promotions, contests or other games of chance;
12. for, alleging, or arising from any product liability, safety or health-related liability, or any other liability arising out of the sale, manufacture, use or consumption of any product;
13. for, alleging, or arising from any inaccuracy of any material or information supplied to **you** by a **client** or the agent of a **client**, including but not limited to competitor comparisons and nutritional information statements;
14. for, alleging, or arising from any payment owed to a licensor under a license; however, this exclusion will not apply to any covered portion(s) of any copyright and/or trademark **claim** that results in a damage award that is measured by the amount a claimant would have received had **you** paid for a license to use the claimant's infringed work and/or mark;
15. for, alleging, or arising from any failure or interruption of service provided by an internet service provider, telecommunications provider or other utility provider except to the extent **you** provide those services as part of **your business activities**;
16. for, alleging, or arising from any governmental enforcement of any regulation or governmental provision; however, this exclusion shall not apply to any otherwise covered **claim** from a federal, national, state, local or foreign government, agency or entity that is a **client** of **yours** and has asserted the **claim** in its capacity as a **client** and not in its official governmental capacity;
17. for, alleging, or arising from any:
 - a. liability or breach of any duty or obligation owed by **you** regarding the sale or purchase of any stocks, shares, or other securities, or the misuse of any information relating to them, including breach or alleged breach of any related legislation or regulation;
 - b. liability or breach of any duty or obligation owed by **you** regarding any statement or representation (express or implied) contained in **your** accounts, reports or financial statements, or concerning **your** financial viability;
 - c. violation of any taxation, competition, restraint of trade or anti-trust law or

Professional indemnity for marketing advertising and communications companies

Policy wording

	regulation(s);
	d. breach of any fiduciary duty owed by you ;
	18. for, alleging, or arising from any: <ul style="list-style-type: none"> a. liability or breach of any duty or obligation owed by you in connection with the operation or administration of any health, pension or employee benefit scheme, plan, trust or fund; b. liability or breach of any duty or obligation owed by you as an employer, including but not limited to any allegation of discrimination, harassment, or wrongful termination; c. liability or breach of any duty or obligation owed to you and/or your shareholders by any of your directors, officers, trustees, or board members, including but not limited to any allegation of insider trading or breach of any duty of corporate loyalty; d. personal liability incurred by any director, officer, trustee, or board member of yours when acting in that capacity or managing your business;
	19. for, alleging, or arising from your insolvency or the insolvency of your suppliers;
	20. for, alleging or arising from your provision of any sweepstakes, gambling activities, or lotteries;
Matters insurable elsewhere	21. for, alleging or arising from the ownership, possession or use of any land or building, any animal, any aircraft, watercraft or any motor vehicle;
	22. for, alleging, or arising from property owner's liability;
	23. for, alleging or arising from the loss, damage or destruction of any bearer bonds, coupons, share certificates, stamps, money or other negotiable paper;
Reckless or dishonest acts	24. for, alleging, or arising from any fraudulent conduct, dishonest conduct, criminal conduct, malicious conduct, conduct committed in reckless disregard of another's rights (but not in respect of a defamation claim), conduct intended to cause harm to another person or business, or any knowing or wilful violation of a law, whether committed by you or committed by another whose conduct or violation of the law you have ratified or actively condoned or any act you knew, at the time you performed it, would give rise to a claim or loss . <p>However, this exclusion will not apply unless:</p> <ul style="list-style-type: none"> a. such conduct or wilful violation of the law has been established by a final adjudication in any judicial, administrative, or alternative dispute resolution proceeding; or b. such conduct or wilful violation of the law has been established by your admission in a proceeding or otherwise; or c. you or we discover evidence of such conduct or willful violation of the law; <p>at which time you shall reimburse us for all payments made by us in connection with such conduct or wilful violation of the law and all of our duties in respect of that entire claim shall cease;</p>
Pre-existing problems	25. arising out of any matter that prior to the first date of the period of insurance you knew or reasonably ought to have known would be likely to lead to a claim, potential claim or loss ;
War, terrorism and nuclear	26. for, alleging or arising from war, terrorism or nuclear risks ;
Asbestos	27. for, alleging or arising from asbestos risks ;
Pollution	28. for, alleging, or arising from any pollution, contamination or toxic exposure, including but not limited to any pollution, contamination or toxic exposure caused by or arising out of the following: noise, electromagnetic fields, radio waves, nuclear radiation, or radioactive contamination;
Claims brought by a related party	29. brought by any person or entity falling within the definition of you or any party with a financial, executive or managerial interest in you , including any parent company or any party in which you have a financial, executive or managerial interest, including any subsidiary company. This does not apply to a claim based on a liability to an independent third party directly arising out of the performance of your business activities ;

Professional indemnity for marketing advertising and communications companies

Policy wording

	30. made against you by any person or entity that you currently employ or formerly employed, including but not limited to employees , freelancers, and independent contractors; however, this exclusion will not apply to any portion of any claim solely based on business activities performed when such person or entity was not working for you ;
Non-compensatory payments	<p>31. for which you are legally obligated to pay punitive and/or exemplary damages; however we will pay an award of such damages if insurable in the jurisdiction where such award was first ordered;</p> <p>32. for which you are legally obligated to pay criminal, civil, or regulatory sanctions, fines, penalties, disgorgement of profits, treble damages, and/or multiple damages, including but not limited to those imposed by any national, federal, state, or local governmental body or by the Mechanical Copyright Protection Society (MCPS)-Performing Rights Society (PRS) Alliance, American Society of Composers Authors and Publishers (ASCAP), Broadcast Music Inc. (BMI), Society of European Stage Authors and Composers (SESAC), or other similar licensing organisation;</p>
Claims outside the applicable courts	33. brought outside the countries set out in the Schedule under applicable courts , including arbitration. This applies to proceedings in the applicable courts to enforce, or which are based on, a judgment or award from outside the applicable courts ;
Other losses	34. for, alleging or arising out of any trading loss or trading liability including those arising from the loss of any client , account or business.

How much we will pay

We will pay up to the **limit of indemnity** shown in the Schedule unless limited below. **We** will also pay for **defence costs** incurred with **our** prior written agreement. However, if a payment greater than the **limit of indemnity** has to be made for a claim **our** liability for **defence costs** will be limited to the same proportion that the **limit of indemnity** bears to the amount paid.

You must pay the relevant **excess** shown in the Schedule and **our** duty to make any payment under this section will only arise after the applicable **excess** is fully paid. The **excess** will only be eroded by the covered part of the **claim**.

When **we** settle **your** own losses from dishonesty, **we** will deduct any sums **you** owe or the value of any property **you** hold belonging to the perpetrator.

For lost, damaged or destroyed documents, information or data, **we** will pay the reasonable expenses **you** incur with **our** prior written consent in restoring or replacing them.

Multiple claims from a single source

All **claims**, **losses** and **potential claims** which arise from:

- the same original cause, a single source or a repeated or continuing problem in your work; or additionally
- in relation to defamatory statements, a single or continuing investigation or a common set of facts or state of affairs;

will be treated as a single **claim**, **loss** or **potential claim**. **You** will pay a single **excess** and **we** will pay a maximum of a single **limit of indemnity** for these related **claims**. All of the notifications which are related will be considered as having been made on the date of the first notification to **us**.

Special limits

For **claims** and **your** own losses arising from dishonesty and from the physical loss or destruction of or damage to tangible property and from the death, disease or bodily or mental injury of anyone, the most **we** will pay is a single **limit of indemnity** for the total of all such **claims**, their **defence costs** and **your** own losses. **You** must pay the relevant **excess** shown in the Schedule.

Paying out the limit of indemnity

At any stage of a **claim** **we** can pay **you** the applicable **limit of indemnity** or what remains after any earlier payment from that limit. **We** will pay **defence costs** already incurred at the date of **our** payment. **We** will then have no further liability for that **claim** or its **defence costs**.

Your obligations

If a problem arises

You must notify **us** of any **claim** made against **you** or any **loss** as soon as practicable and within the **period of insurance** or at the latest within 14 days after it expires for any **claim** or **loss** **you** first became aware of in the 7 days before expiry.

You must also notify **us** of **potential claims** under this section, such notification must be as soon as practicable and within the **period of insurance**, and must to the fullest extent possible identify the particulars of the **potential claim**, including identifying the potential claimant(s), the likely basis for liability, the likely demand for relief and any additional information about the **potential claim** that **we** reasonably request. If such a **potential claim** notification is made to **us** then **we** will treat any **claim** arising from the same particulars as that notification as if it had first been made against **you** on the date **you** properly notified **us** of it as a **potential claim**, even if that **claim** is first made against **you** after the **period of insurance** has expired.

We will not make any payment, including any **defence cost** payment, toward any portion of any **claim** if **you**:

1. fail to ensure that **our** rights of recovery, including but not limited to any subrogated rights of recovery, against a third party are not unduly restricted or financially limited by any term in any of **your** contracts;
2. reveal the amount of cover available under this insurance, unless **you** had to give these details in negotiating a contract with **your client** or **you** are required by law or compelled by a court, or **you** otherwise have **our** prior written consent;
3. admit liability in connection with, make any settlement offer with respect to, or settle any **claim** under this **policy** without **our** prior consent.

Control of defence

Defence arrangements

This is a duty to defend section. This means that **we** have the right and duty to defend **you** against any **claim** which is covered in its entirety. If **we** think it necessary **we** will appoint an adjuster, solicitor or any other appropriate person to deal with the **claim**. **We** may appoint **your** own solicitor but on a similar fee basis as **our** solicitor and only for work done with **our** prior written approval.

If a **claim** which is only partially covered is made against **you**, **we** have the right and duty to defend **you**, but amounts relating to non-covered portions of **claims** will be deducted from **our** final settlement.

However, for **claims** or portions of **claims** which allege or arise from any infringement, use or disclosure of a patent, or any use, disclosure or misappropriation of a trade secret, **we** and **you** agree to allocate all amounts, including **defence costs**, upon **our** receipt of the **claim** or **potential claim**.

We and **you** agree to use best efforts to determine a fair allocation of covered and non covered portions of **claims**. If **you** and **we** cannot agree on a fair allocation **you** and **we** agree to follow the dispute resolution process in the General terms and conditions of this **policy**.

If a covered or partially covered **claim** is made against **you**, then **we** have the right to appoint suitably qualified legal representation to defend **you**.

We have no duty to defend **you** against **claims** where:

- a. no portion of the **claim** is covered; or
- b. we pay **you** the **limit of indemnity** as described in **How much we will pay** - Paying out the limit of indemnity.

Our duty to make a payment under this section arises only after the applicable **excess** is fully paid. The **excess** will only be eroded by the covered portion(s) of a **claim**.