

CPM



INSURANCE FOR CYBER, PRIVACY & MEDIA RISKS

Esurance™ CPM Application Form

This is an application for a cyber, privacy and media liability package policy aimed at a wide range of companies and professionals. CPM provides vital protection for companies that use media or technology to promote their business. The policy includes cover for cyber and privacy liability, privacy breach notification costs, cyber crime, media liability and technology errors and omissions. Limits are available up to \$5,000,000 and worldwide cover is provided as standard. Simply complete the form and return it to your broker.



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INSURANCE FOR CYBER, PRIVACY & MEDIA COMPANIES

APPLICATION FORM

INTRODUCTION

The purpose of this application form is for us to find out who you are and to obtain information relevant to the cover provided by the Esurance™ CPM policy. Completion of this application form does not oblige either party to enter into a contract of insurance. Insurance is a contract of utmost good faith. This means that the information you provide in this application form must be complete, accurate and not misleading. It also means that you must tell us about all facts and matters which may be relevant to our consideration of your application for insurance. Any failure by you in this regard may entitle us to treat this insurance as if it never existed. If a contract of insurance is agreed between you and us this application form will form the basis of the contract.

Important: Insuring Clauses I (SECTIONS A, B and F only), 4 and 5 of this policy provide cover on a claims made basis. Under these insuring clauses any claim must be first made against the insured and notified to us during the period of the policy to be covered. These insuring clauses do not cover any claim arising out of any actual or alleged wrongful act occurring before the retroactive date.

HOW TO COMPLETE THIS FORM

Whoever fills out the form must be a principal, partner or director of the applicant firm and should make all the necessary enquiries of their fellow partners, directors and employees to enable all the questions to be answered. Once you have completed the form please return it directly to your insurance broker.

If you require any extra space to complete the answers to questions contained within this application form please continue your response in the additional information section at the back of the form.

SECTION I: COMPANY DETAILS

1.1 Please state the name and address of the principal company for whom this insurance is required. Cover is also provided for the subsidiaries of the principal company, but only if you include the data from all of these subsidiaries in your answers to all of the questions in this form:

Insured company:	

Contact name:	

Address:	

Postal code:	

Telephone:	Email address:
_____	_____
Fax:	Website:
_____	_____

1.2 Please state when your company was established:

1.3 Please state the following:

	Last complete financial year	Estimate for current financial year	Estimate for next financial year
Domestic revenue:	_____	_____	_____
USA revenue:	_____	_____	_____
Other territory revenue:	_____	_____	_____
Total revenue:	_____	_____	_____
Gross profit:	_____	_____	_____
Date of financial year end:	DD / MM / YY	Currency:	<input type="text"/>
Number of Full Time equivalent employees:	_____		

- 2.5 a) Do you collect medical records or health information relating to US citizens? Yes No
If no, please go to Q2.6
- b) If yes, has a HIPAA compliance audit been conducted during the last 2 years? Yes No
If no to Q2.5 b) above, when is your next HIPAA compliance audit due?

2.6 Please indicate which of the following media activities you engage in:

- Print advertising Yes No
- Television or radio advertising Yes No
- Online advertising Yes No
- Social media marketing Yes No
- Printed publications Yes No
- Event / conference organising Yes No

2.7 Please list all of your current public facing URLs:

URL	Nature of website	Estimated current monthly unique visitors	Estimated monthly unique visitors over the next 12 months

SECTION 3: RISK MANAGEMENT

- 3.1 Do you collect third party data without explicit consent? Yes No
If yes, please provide details of what data you collect, how you collect it and why you do not obtain explicit consent before the data is collected:

- 3.2 Do you seek explicit consent from all third parties before selling or sharing their personally identifiable data? Yes No

- 3.3 Do your internal IT systems comply with all of our minimum security requirements detailed below? Yes No

- Anti-virus software must be installed on all windows based desktops and servers (excluding database servers)
- All external network gateways must be protected by a firewall;
- All critical data must be backed up on at least a weekly basis;

If no, then please explain:

Empty text box for explanation.

3.4 Do you ensure that all sensitive data is encrypted when stored on portable devices? Yes No

3.5 Do you outsource the handling of sensitive data to a third party? Yes No

If yes, does the third party provide you with an indemnity to cover a breach of sensitive data? Yes No

If no, please explain why:

Empty text box for explanation.

3.6 Do you host any user generated content on your website? Yes No

If yes, do you have written procedures in place to edit, remove or respond to offending, inappropriate, inaccurate or infringing content including website content? Yes No

If no, please explain why:

Empty text box for explanation.

3.7 Have you got a fully documented and tested business continuity plan in place? Yes No

3.8 Have your systems been subject to a third party security audit? Yes No

If 'yes', have all high risk recommendations from your most recent audit been implemented? Yes No

If not all high risk recommendations have been implemented, please explain why:

Empty text box for explanation.

3.9 Have your systems been audited as being compliant with ISO 27001 or equivalent? Yes No

SECTION 4: INSURANCE REQUIREMENTS

4.1 Please provide details of your current or required insurance policies (unless you are already insured with IUA):

Type of insurance	Inception/ expiry date	Limit of liability	Deductible	Premium	Insurer	Retroactive date (if known)
Cyber/privacy liability:	MM / YY					MM / YY
Media liability:	MM / YY					MM / YY

SECTION 5: CLAIMS EXPERIENCE AND INSURANCE HISTORY

5.1 Regarding all of the types of insurance to which this application form relates AFTER FULL ENQUIRY:

- a) are you aware of any loss or damage, whether insured or not, that has occurred to any of the companies to be insured (or to any existing or previous business of the partners or directors of any of the companies to be insured) within the last five years, or
- b) are you aware of any circumstances which may give rise to a claim against any of the companies to be insured or any partners or directors thereof, or
- c) have any claims or cease and desist orders been made against any of the companies to be insured, or partners or directors thereof, or
- d) have any partners or directors of the companies to be insured been found guilty of any criminal, dishonest or fraudulent activity or been investigated by any regulatory body, or
- e) has there ever been an unforeseen outage to your website for more than three hours?

With reference to questions a, b, c, d and e above:

Yes No

If the answer to the above is yes then please attach full details including an explanation of the background of events, the maximum amount involved or claimed, the status of the claims or circumstances and any reserves or payments made by you or by insurers, and the dates of all developments and payments.

SECTION 6: DECLARATION

- I declare that after proper enquiry the statements and particulars given above are true and that I have not mis-stated or suppressed any material fact.
- I agree that this application form, together with any other material information supplied by me shall form the basis of any contract of insurance effected thereon.
- I undertake to inform underwriters of any material alteration to these facts occurring before the completion of the contract.

Signed: _____	Full Name: _____
Position held: _____	Date: <u> </u> / <u> </u> / <u> </u>

ADDITIONAL INFORMATION:

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