



Professional Indemnity Insurance

Marketing & Media Professions

**The PI Desk Limited
Suite B, Sheffield Business Centre
Europa Link, Sheffield, South Yorkshire, S9 1XZ
Tel: 0114 242 1176 Fax: 0114 242 2372
Email: enquiries@thepidesk.co.uk – web: www.thepidesk.co.uk
Authorised and Regulated by the Financial Conduct Authority**

Presentation

If this is the first time you (the proposer) have submitted a proposal form to The PI Desk please make sure you answer all questions fully leaving no blank spaces (if necessary comment as N/A, 'not applicable' or 'none'). If the form is not satisfactorily completed we will not provide any terms but may make further enquiries of you or automatically decline.

If there is insufficient space to complete all answers, please continue at the end of the form or provide additional information on the firms headed paper. Providing as much information as possible will help underwriters to understand the business and enable Insurers to offer terms quickly. Failure to provide underwriters with relevant information in an appropriate manner may adversely influence the ability of Insurers to offer suitable terms.

The form must be signed and dated by a Director, Partner or Principal or an identified Officer of the proposing entity.

Insurance cover is not effective until the underwriters and/or Insurers have accepted a proposal form and any terms and payment method offered to the proposer have been accepted in writing.

If the proposer has not been trading for at least 3 years in this profession, please enclose CV's of all Directors, Partners and/or Principals. If the proposer is a new start-up please provide full details of past experience, qualifications along with the CV's.

Where available, email addresses, web site addresses, brochures, the proposer's standard contract conditions and/or agreements should be provided to assist the underwriting process.

Claims and/or Claims Circumstances

If the proposing firm has received any complaint(s) or claim(s) or is aware of any circumstance(s) that may give rise to a claim please provide full details and forward a complaints/claims log in a durable format which has been fully completed; is up to date and which should incorporate all complaints/claims from inception of the business. Please also include any complaints/claims notified to any predecessor firm and/or whilst conducting business for or on behalf of any other firm.

Professional Indemnity (PI) policies respond on a claims-made basis, which means that cover is only provided for matters arising where Professional Indemnity Insurance is in force at the time of the notification of a complaint or claim to Insurers. Where a retroactive date is noted on the policy certificate/schedule, then no cover is provided for any matter arising from business conducted prior to the retroactive date. If a PI policy is allowed to lapse at renewal or mid-term due to unpaid premiums then cover is automatically cancelled and no cover is provided in any event.

Please note that Professional Indemnity Insurance schedules/certificates are issued as annual contracts and you cannot cancel the Insurance mid-term unless specifically agreed by Underwriters.

Disclosure

All information that is material to the firms coverage requirements (which might influence Insurers in deciding whether or not to accept an insurance risk, or which may affect the terms and conditions that they offer and/or may directly impact the cost of cover) must be disclosed. The onus is on the proposer to decide what information may be material and there is no duty on Insurers to make additional enquiries of the proposer in respect of any proposal. Failure to disclose material facts may allow Insurers to avoid the policy and/or decline any claim made under it. The duty of disclosure applies equally on taking out a new insurance policy, at renewal and throughout the duration of the insurance.

If you are in doubt whether or not any fact is material, you should disclose the information to Insurers.

If you require any assistance in completing this form please contact your Insurance Broker or The PI Desk Ltd.

Please note that we will communicate with you preferably by email so please provide a valid and regularly used email address.

The PI Desk Contact Details

Email the completed form to us on: enquiries@thepidesk.co.uk

alternatively Fax to: 0114 242 2372 or

Post to: The PI Desk Ltd, Suite B, Sheffield Business Centre, Europa Link, Sheffield, South Yorkshire, S9 1XZ

For all General Underwriting queries 0114 242 1176

Larger cases, claims or technical queries contact: Roger Crowther

Email: roger.crowther@thepidesk.co.uk

Professional Indemnity Proposal Form Marketing & Media Professions

Please print your answers clearly to assist the Insurers' consideration of the proposal

1 – General Information

Contact Name			
Name of Proposer/Firm to be Insured			
Trading Address			
Date firm established			
email:			
Telephone:		Mobile:	
Web Site:		Fax	

This insurance can be extended to include associated, subsidiary and predecessor businesses, or the previous Business activities of any Principal, provided that they are listed below or on a separates sheet and all the Information you give in this proposal form relates to all the companies named:

Name of Business	Location (City/Town)	Nature or Operation of Business	Dates Trading from / to

2 – Details of Principals / Staff

Full Names of Sole Trader / Directors / Partners	D.O.B	Qualifications	Number of years in this capacity (in this firm)

Does the firm have at least 3 years experience trading in this profession Yes No

If this is a new start up business and/or where any Principal has less than 3 years experience please attach full CV's

Please state the total number of: (including part time workers)

Total number of Principals, Partners, Directors	
Technical / Sales Staff / Consultants (excluding Administration staff)	
Administrative and all other staff	

3 – Professional Associations

Is the firm authorised by any Regulator, linked to or a member of any Trade Association or Professional body? Yes No

Name of Regulator or Professional Organisation(s)	Date Joined	Authorisation Number

4 – Gross Income/Fees – Financial Information

What date is your Financial Year end (day/month/year):

Please give the amount of known Gross Income / Fees received for the last 2 financial years shown in prepared accounts as well as an estimate for the current year and a further estimate for the next year from business conducted in the following territories

	Prior Completed Financial Year	Last Complete Financial Year	Current Year	Estimate Next Year
UK	£	£	£	£
European Union	£	£	£	£
USA & Canada	£	£	£	£
Rest of the World	£	£	£	£
Total	£	£	£	£

Please list your three largest placements or teams supplied in the last three years:

Start Date	Name of Client	Nature of Contract	Total Contract Value	Period yrs/months
			£	
			£	
			£	

What is the largest fee received in the last year?

Please list your largest contract planned or lined up for the forthcoming year:

Start Date	Name of Client	Nature of Contract	Total Contract Value	Income to you
			£	

Changes to Business:

Have any major changes in the Proposer's activities/structure taken place in the past twelve months? Yes No

Are any major changes in the Proposer's split of activities/structure/fee growth expected in the next twelve months? Yes No

Is cover required for any previous activity, now ceased, which is different from that declared within the Proposal Form? Yes No

If Yes to any question please provide further information

Does the firm engage or use independent specialist consultants or sub contractors? Yes No
If Yes complete the details below – If No proceed to next section

If Yes please describe the nature of the majority of work conducted by these specialist consultants/sub-contractors

What percentage of the fees declared in the last two years have been paid to all specialist consultants/sub contractors %

Do you ensure that such persons or firms have entered into a binding contract accepting full responsibility for their own Professional neglect, error or omission and that they carry and maintain in force their own Professional Indemnity and Liability Insurance. Yes No

If no please provide explain why

5 – Description of your work

Please split your last completed financial year's income approximately by percentage between the activities listed below. If this form is being completed on behalf of a new start-up business please split your estimated fee income for the forthcoming year. It is important tell us about all your activities so that we can understand what business you are doing and because we will only cover you the work which you declare in this form.

1	<ul style="list-style-type: none"> a. Creation of content for advertisements <ul style="list-style-type: none"> i. Commercial TV/cinema ii. Print/press/poster iii. Internet e.g. pop-ups/banner iv. Radio vi. Mobile telecoms e.g. SMS, MMS vi. Other - please specify: 	Turnover <input style="width: 60px; height: 20px;" type="text"/> % <input style="width: 60px; height: 20px;" type="text"/> % <input style="width: 60px; height: 20px;" type="text"/> % <input style="width: 60px; height: 20px;" type="text"/> % <input style="width: 60px; height: 20px;" type="text"/> % <input style="width: 60px; height: 20px;" type="text"/> %
	<ul style="list-style-type: none"> b. Media buying Please break down your media buying activities as follows:	<input style="width: 60px; height: 20px;" type="text"/> %
	<ul style="list-style-type: none"> i. Media spend ii. Fees to you 	<input style="width: 60px; height: 20px;" type="text"/> £ <input style="width: 60px; height: 20px;" type="text"/> £
	<ul style="list-style-type: none"> c. Design of printed literature/documents d. Direct marketing <ul style="list-style-type: none"> i. Postal mailings ii. Email marketing iii. SMS marketing iv. Other - please specify: 	<input style="width: 60px; height: 20px;" type="text"/> % <input style="width: 60px; height: 20px;" type="text"/> % <input style="width: 60px; height: 20px;" type="text"/> % <input style="width: 60px; height: 20px;" type="text"/> % <input style="width: 60px; height: 20px;" type="text"/> %
	<ul style="list-style-type: none"> e. Packaging and fulfillment f. Telemarketing g. Database management and list broking h. Sales promotion <ul style="list-style-type: none"> i. Coupons/offers/discounts etc. ii. Competitions/contests iii. Premium sourcing/supply iv. Field sales v. Other - please specify: 	<input style="width: 60px; height: 20px;" type="text"/> % <input style="width: 60px; height: 20px;" type="text"/> % <input style="width: 60px; height: 20px;" type="text"/> % <input style="width: 60px; height: 20px;" type="text"/> % <input style="width: 60px; height: 20px;" type="text"/> % <input style="width: 60px; height: 20px;" type="text"/> % <input style="width: 60px; height: 20px;" type="text"/> %
	<ul style="list-style-type: none"> i. Market research j. Public relations k. Graphic design (not interior design or product design) l. Corporate identity/brand consultancy m. Marketing consultancy n. Others - please specify: 	<input style="width: 60px; height: 20px;" type="text"/> % <input style="width: 60px; height: 20px;" type="text"/> % <input style="width: 60px; height: 20px;" type="text"/> % <input style="width: 60px; height: 20px;" type="text"/> % <input style="width: 60px; height: 20px;" type="text"/> % <input style="width: 60px; height: 20px;" type="text"/> %

2. Future business activities - Do you expect any significant changes to the split of activities shown above in the coming 12 months? If yes, please give details: Yes No

3. Business activities - description
Please provide a description of your business activities in your own words including any specialisations:

4. Risk Management

a. What procedures do you have in place to ensure that any photo, film clip, music or other content used by you does not breach any third party rights? If you have standard written procedures please attach a copy.

b. Please advise under what circumstances you would refer material to lawyers for checking:

c. Please advise which legal firm you use for clearance advice:

6 – Direct Marketing and Sales Promotion

Please complete this section if you undertake any direct marketing or sales promotions.

1. Mailings - Do you carry out any mailings? If Yes: Yes No

a. What is your largest mailing (by number of pieces mailed)?

b. What is your average size mailing?

c. Do you undertake 100% mailings (contracts where 100% of the client database must receive the mailing)? If Yes: Yes No

i. Please provide details of the nature of the mailing(s) and client(s):

ii. What percentage of your total mailings are 100% mailings? %

2. Contracts

a. Do you carry out any print only contracts? Yes No

If **yes**, what is percentage of your income is generated from this activity? %

b. Do you always have a written specification with your clients for each job which includes campaign details, volume, quality, timings and sign off procedures? Yes No

c. Are all deviations to the above specification contact reported? Yes No

d. Do you always use a purchase order, or equivalent, when employing subcontractors which mirrors any client obligations for each contract? Yes No

e. Do you always obtain final client sign off before going to print? Yes No

7 –Commercials/Promotional Film Production

Please complete this section if you produce any Commercials or Promotional Films.

1. Your business activities - Your percentage of turnover including fee income must be separated approximately into the activities listed below so that we can understand what you are doing and because we only cover you for the work which you declare:

- | | |
|---|---|
| a. Production of advertisements for commercial TV | % |
| b. Production of advertisements for cinema. | % |
| c. Production of promotional / information / corporate videos | % |
| d. Production of music videos | % |
| e. Others, please specify | % |
| | % |

2. Contracts - Do you carry out all your business activities under the standard:

- | | | | | |
|--|-----|--------------------------|----|--------------------------|
| a. Advertisers Producers Association (APA) contract? | Yes | <input type="checkbox"/> | No | <input type="checkbox"/> |
| b. Commercial Film Producers (CFP) Europe / European Association of Communications Agencies (EACA) contracts? | Yes | <input type="checkbox"/> | No | <input type="checkbox"/> |
| c. If no to both a. and b. above, do you have your own standard contract which you use with all clients? (please attach a copy) | Yes | <input type="checkbox"/> | No | <input type="checkbox"/> |

8 – General Matters

1. Sub-contractors and non-employed contributors

- | | |
|---|--|
| a. What percentage of your content is supplied by non-employed contributors including freelancers or other non-employees? | % |
| b. Do you always obtain a hold harmless or indemnity from non-employed contributors for claims that may arise from the content of the material? | Yes <input type="checkbox"/> No <input type="checkbox"/> |
- If **no**, please provide details of your normal requirements:

2. Other services for clients

- | | |
|--|--|
| a. Do you provide any other services to third parties? | Yes <input type="checkbox"/> No <input type="checkbox"/> |
|--|--|
- If **yes**, please provide details:

- | | |
|---|---|
| b. What percentage of your declared turnover comes from these activities? | % |
|---|---|

3. Your website

- | | |
|--|--|
| a. What is your website address? | |
| | |
| b. Do you have any facility within your websites where any third party content may be published or otherwise made publicly accessible on any weblog, online journal, online diary, or online chatroom? | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| c. Is all third party material subject to your standard checking procedures (as declared at Section 2 and/or Section 3 of this proposal form) prior to posting on your websites? | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| d. Please provide details of your takedown procedures in the event of a complaint related to third party material: | Yes <input type="checkbox"/> No <input type="checkbox"/> |

Please note that cover is only provided where third party content is subject to the applicant's standard editorial procedures prior to it being made publicly accessible.

9 – Risk Management

a. If you are a sole trader Please give details of the arrangements made in the event of sickness or holiday

b. Is this a part time occupation – If yes give brief details of your present full time work Yes No

c. Do you take steps to ensure that you adequately understand your client’s requirements? Yes No

d. In respect of any activity - when engaging with customers, do you issue standard terms of business, form of contract or engagement agreement in every case? (Please provide a copy) Yes No

e. Do you always obtain written references when engaging new partners, directors, employees or agents? Yes No

If No to any above 3 question in this section please provide details

f. Has any Partner, Principal or Director ever been made personally bankrupt? Yes No

g. Has the Proposer or any Partner, Principal or Director been a Partner, Principal or Director or been associated with any business which has ceased trading either voluntarily or compulsorily? Yes No

h. In respect of this or any other company, has the business discharged any employee or severed any relationships with any partner or director within the last 10 years? Yes No

If Yes to any question in this section please provide details

10 – Associated Companies

Does the Proposer undertake work for any Partnership, Company or Organisation in which he/she or any Partner, Principal, Director or Employee holds a position whereby he/she is able to make major decisions on behalf of such Partnership, Company or Organisation? Yes No

Is the individual Firm or any Partner, Principal or Director connected or associated (financially or otherwise) with any other Practice, Company or Organisation? Yes No

Has the Proposer or any Partner, Principal or Director been a Partner, Principal or Director or been associated with any business which has ceased trading either voluntarily or compulsorily? Yes No

If Yes to any of the above please provide details

What percentage of income (in any) is derived from Associated Companies as detailed above? %

Is cover required for any work for Associated Companies? Yes No
(Cover is restricted to claims made by independent third parties)

11 – Previous Coverage – (do not complete if already insured with The PI Desk Ltd)

Has this business been previously insured for professional indemnity? Yes No

How many years have you held continuous cover? Years

Please provide details of current insurer below

Name of Insurer:	<input type="text"/>
Limit of Indemnity (state whether aggregate or any one claim basis)	£ <input type="text"/>
Self Insured Excess:	£ <input type="text"/>
Retroactive Date:	<input type="text"/>
Date of expiry of Cover:	<input type="text"/>
Annual Premium paid:	£ <input type="text"/>

Please attach a copy of your current schedule if this is easier

Has any similar insurance made on behalf of the firm, any predecessors in business or present Partners, Principals, or Directors ever been declined or has any such insurance ever been cancelled, renewal refused or any special terms imposed (other than market rate increases)? Yes No

If yes please provide details:

12 – Limit of Indemnity required for this Professional Indemnity insurance

Please select/tick the level of indemnity required:

£100,000 £250,000 £500,000 £1 million Other £

Please insert the level of excess you require – (this is the amount you pay on each claim) £

(Please note that Underwriters will require minimum limits and excesses, depending on size and type of work undertaken)

13 – Claims History

Has any claim whether successful or not, ever been made against this firm/organisation or its predecessors in business or any past or present Partner, Principal, Director or Employee (whether previously Insured or not)? Yes No

If "Yes", please give full details at the end of the form (attach a schedule or spreadsheet if this is easier) including dates, amounts involved, brief details of the nature of the claim and whether settled or outstanding?

Has the business sustained any loss during the past 10 years as a result of the fraud or dishonesty of any partner, director or employee of the business? Yes No

Are you or any of the Partners, Principals, Directors or Employees, AFTER FULL ENQUIRY, aware of any circumstance which may result in any claim being made against the Proposer, its predecessors in business or any past or present Partner, Principal, Director or Employee? Yes No

If Yes please provide full details at the end of the form or on a separate sheet

14 - When do you want this Insurance to start (Insert start date or tick one other box - do not backdate)

Start Date: Or on renewal date of your existing TPIDL PI Insurance Or T.B.A.

15 – Declaration

Please read the following carefully

Data Protection

By signing this proposal form you consent to The PI Desk Ltd using the information we hold about you for the purpose of providing insurance contracts and where appropriate, assistance in relation to handling claims, if any, and to process sensitive personal data about you where this is necessary (for example criminal convictions). This may mean that we have to give some details to third parties involved in providing insurance cover. These third parties may include insurance companies, third party claims adjusters, fraud detection and prevention service, reinsurance companies and regulatory authorities. In the course of performing our obligations to you, this information may be disclosed to agents, or service providers appointed by us, Insurers, (including their reinsurers, legal advisers, loss adjusters or agents). Where such information relates to anyone other than you, you must obtain the explicit consent of the person to whom the information relates both to the disclosure of such information to us and by its use by us as set out above. The information provided will be treated in the strictest confidence and where relevant, in compliance with the Data protection Act 1998. You have the right to apply for a copy of your information (for which we may charge a small fee) and to have any inaccuracies corrected.

Duty to disclose material facts:

Since an Insurance Contract is based upon the duty of utmost good faith, it is important that those seeking Insurance should provide full disclosure of all material facts to Insurers and that this information should be kept updated. The Courts will find a fact to be 'material' where it would affect the judgement of a prudent Insurer as to whether or not to accept the risk at the particular terms offered. You are reminded that if you are in doubt whether or not any fact is material we recommend that you disclose the information to Insurers.

Declaration

I hereby confirm that I am authorised to complete this Application Form on behalf of all parties entitled to coverage under this insurance and understand that signing this proposal form does not bind the Proposer or the Insurers to complete this insurance.

I declare that all Principals, Partners and/or Directors have read, understood and agreed that all the statements and particulars given, including those answers written for me by any other person and that to the best of my/our knowledge and belief, the contents of this proposal form, all attached additional information and other particulars which have been given separately to The PI Desk Ltd and/or Insurers by me or our agents are true and complete and that no material facts have been omitted, suppressed, misrepresented, or mis-stated.

I agree that this proposal form, any additional information supplied and this declaration shall be the basis of the contract between all parties entitled to coverage under this insurance and the Insurers and I undertake to pay the premium when asked to do so.

I undertake to inform the Insurers of any change to any material fact that occurs prior to the point at which this insurance contract has been agreed.

I agree that The PI Desk and/or Insurers may contact any previous Insurers for further information and/or clarification if required.

Full Name: Position:
 Signature: Date:

N.B. APPLICATIONS MUST BE SIGNED WITHIN 30 DAYS OF THE PROPOSED START DATE AND CANNOT BE BACK DATED

Please take a couple of minutes to check the information on the proposal form and always save a copy for your records

Please use this space for additional information