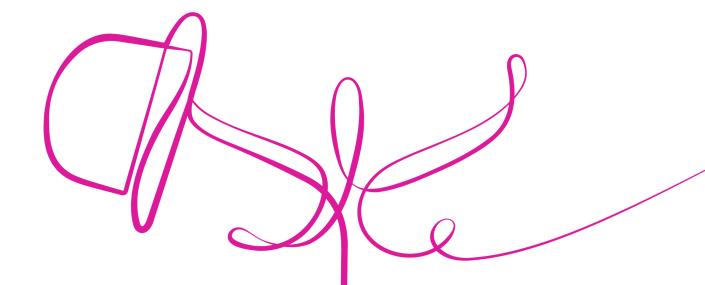


Media Liability for Retailers, Brands and Non-Profits





Find out more about the story of Beazley and how it all started with a hat stand

Media Liability for Retailers, Brands and Non-Profit application

INSTRUCTIONS:

- PLEASE PROVIDE ALL REQUESTED INFORMATION, ATTACHING ANSWERS ON A SEPARATE SHEET IF NECESSARY.
- THE PROPOSER AND UNDERWRITERS ARE FREE TO CHOOSE THE LAW APPLYING TO THIS INSURANCE CONTRACT.
- UNLESS SPECIFICALLY AGREED TO THE CONTRARY, THIS INSURANCE SHALL BE SUBJECT TO ENGLISH LAW.
- ANY ENQUIRY OR COMPLAINT SHOULD BE ADDRESSED IN THE FIRST INSTANCE TO YOUR BROKER.
- PLEASE RETURN SIGNED FORM TO YOUR BROKER BY EMAIL.

What was your approx. largest budget for a single advertising campaign?

Section 1 – Company details

1.	Name of Organisation or Legal Entity (applicant):	
2.	Address:	
	Telephone:	Email:

3. Please provide your annual turnover:

	Past year	Current year	Forthcoming
Turnover	£	£	£
What was your total advertising spend (including social media, marketing, public relations and production costs).			£



4.

5.

£

6. Please advise split of promotional content created in-house vs. promotional content created by third parties (e.g. advertising agencies or production companies):

In-house approx	% Third party approx %

Section 2 – Clearance and contracting proceedures

7. Please answer for all promotional content which you wish to be covered under this insurance:

Music		Yes	No	N/A
For synch uses	Recording rights*Publishing rights*			
For uses other than synch uses	Recording rights*Publishing rights*			
For public performance	Recording rights*Publishing rights*			
Please confirm that you routinely check your official social media pages for unlicensed music.				
Third Party Material				
Please confirm that you always obtain a license for the use of any third party material (including images and moving images) which is subject to copyright or trademark.				
Contracts				
Do you use reasonable endeavours to:				
obtain full warranties and indemnities in your favour from third party agencies/production companies in respect of claims arising out of the content they produce for you?				
contractually oblige third party agencies/production companies to warrant that they have media E&O insurance?				
Actors, models and celebrity endorsements				
Please confirm that you always have a written contract in place with any actor, model or celebrity featured in your promotional content?				

^{*} Recording rights = a license from the owner(s) of the recording(s) used

If you have answered 'No' or 'N/A' to any of the above, please explain why here:



^{*} Publishing rights = a license from the owner(s) of underlying composition(s) used

Section 3 – Claims declaration

8.	may lead to a claim against you, which would likely be covered I	enquiry, are your management aware of any claims against you, or any matter which ead to a claim against you, which would likely be covered by this insurance?		No	
	If 'Yes', please provide details:				
9.	Have you sustained any losses or had any claims made against insured in the last five years?	you, whether or not	Yes	No	
	If 'Yes', please provide details:				
Imp	ortant Notice				
	re commencement of any insurance policy, the Applicant is require the Insurance Act 2015.	ed to make a fair presentation of the ris	k in accor	dance	
I/We declare that we have made a fair presentation of the risk on behalf of the Applicant, by disclosing all material matters which I/we know or ought to know or, failing that, by giving the Insurer sufficient information to put a product insurer on notice that it needs to make further enquiries in order to reveal material circumstances.					
A ma	aterial circumstance is one which would influence a prudent insure	r's judgment of the risk.			
If the Applicant has any questions regarding the duty to make a fair presentation of the risk then please contact your broker for further information.					
It is declared that the Applicant has made a fair presentation of the risk This declaration is signed by a director or officer who is responsible for arranging insurance on behalf of the Applicant.					
De	eclaration				
It is declared that the Applicant has made a fair presentation of the risk This declaration is signed by a director or officer who is responsible for arranging insurance on behalf of the Applicant.					
Auth	norised signature: Name	e			
Com	npany position:				



Date: