Advertising agents indemnity

Proposal form

The insurance we provide

We, at Hiscox, have tailored this insurance for the specific needs of Advertising Agents.

We fully appreciate the value of your time and thank you for providing the important information which will allow underwriters to accurately assess the risks which you face.

The purpose of our insurance is to indemnify you against:

1. the additional costs incurred to ensure the completion of the production of an Advertisement or campaign;
2. the costs which would be rendered abortive and valueless due to the enforced cancellation of the production of an Advertisement or campaign due to a reason outside the control of you or your client;
3. the costs which would be rendered abortive and valueless due to the enforced withdrawal of a T.V. advertising campaign during its scheduled airing.

You must refer to our insurance policy which fully explains the rules governing the way we provide the cover, those things which are not covered and your obligations to us.

The proposal from

The purpose of this proposal form is for us to find out who you are and what you do and it 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 proposal form must be complete, accurate and not misleading. It also means that you must tell us about al facts and matter which may be relevant to our consideration of your proposal 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 us this proposal form will be the basis of the contract.

1. Your business

Name

Address

Postcode

Telephone

Fax

Email address:

When was your business established?

2. Associated and subsidiary companies

We can extend this insurance to include associated and subsidiary companies provided that they are listed below or on a separate sheet and all the information you give in this proposal form relates to all the companies named.

Name

Address

Postcode

Telephone

Fax

Email address:

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Name	
Address	
Postcode	
Telephone	
Fax	
Email address:	

3. You and/or your partners and directors

If your business has been established for less than five years, please list below the names of the companies by whom the partners were previously employed:

Names

Please list below the names of each partner/director and details of their previous business experience:

Name	Date qualification	Previous employers	Years in the industry

4. Membership of professional organisations

Is your business a member of any association or professional body which has a code of professional conduct? Yes ☐ No ☐

If **Yes**, please give details below:

Association	Date joined

5. Production activities

Please provide a breakdown of the range of productions undertaken:

Animation - U.K.	%
Animation - overseas	%
Location production - U.K.	%

Location production - overseas	%
Studio production - U.K.	%
Studio production - overseas	%

6. Largest contracts

Please provide details of the five largest contracts you have undertaken over the last three years:

Client	Contract production budget
1.	
2.	
3.	
4.	
5.	

7. Production costs

Please provide the following:

Estimated annual production costs for the forthcoming year:	
Annual production costs for the expiring year:	
Estimated average production costs per contract for the forthcoming year:	
Maximum foreseeable production cost for any one production:	

8. Contracts

Please provide the names of any Production Companies with whom you regularly work, together with a copy of your standard contract with them if other than the industry standard APA / IPA contract:

Names

Will all Artistes be under contract to complete the commercial in the event of delay? Yes ☐ No ☐

Please forward a copy of your standard contract with Artistes?

9. Commercial production companies

Do you insist that Production Companies with whom you work carry Commercial Producers Indemnity insurance? Yes ☐ No ☐

Do you require Production Companies with whom you work to carry insurance against additional Talent Costs which you may incur in the event of delay arising out of a Production Company problem? Yes ☐ No ☐

10. In-house productions

Please state the proportion of Productions which are produced in-house, if applicable: %

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11. Printed advertisement cover

Do you require cover to be extended to include advertisements in newspapers, magazines and other printed publications? Yes ☐ No ☐

If **Yes**, what proportion of the Annual Production Costs relate to this type of advertisement? %

12. Current insurance

Do you currently have Advertising Agents Indemnity insurance? Yes ☐ No ☐

If **Yes**, what is the renewal date?

If you currently have Advertising Agents Indemnity insurance with someone other than Hiscox then please answer the following:

Name of insurer:

Limit of indemnity:

Excess:

Premium:

13. Previous application

Has any proposal for Advertising Agents Indemnity or similar insurance ever been declined by an insurer to whom you have applied? Yes ☐ No ☐

14. Cover required

Please advise the Limits of Indemnity required for: Yes ☐ No ☐

Any one advertisement: £

In the aggregate per policy year: £

15. Excesses

Please advise your preferred 'each and every claim' excess:

☐ £2,500 ☐ £5,000 ☐ Other £

16. Negative

Do you require cover for damage to film negatives or other media used for the storage of audio or visual images whilst within your care, custody or control? Yes ☐ No ☐

If **Yes**, please advise:

If you will have responsibility for original master tapes or negatives of which no copies have been made, under what circumstances would this occur?

On what media may these audio or visual images be stored?

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17. Claims declaration

Have you suffered direct financial loss, whether insured or not, arising from the delay, interruption, cancellation or abandonment of the production, transmission or publication of an advertisement? (Please note that the response to this question should encompass any loss suffered as a result of the enforced withdrawal of an Advertisement or termination of a campaign as a result of the death or public disgracing of an artist appearing in the Advertisement)?

Yes ☐ No ☐

If **Yes**, please provide full details:

Material information

Please provide us with details of any other information which may be relevant to our consideration of your proposal for insurance. If you have any doubt over whether something is relevant, please let us have details:

Declaration

1. I/We declare that (a) this proposal form has been completed after proper enquiry; (b) its contents are true and accurate and (c) all facts and matters which may be relevant to the consideration of our proposal for insurance have been disclosed.
2. I/We undertake to inform you before any contract of insurance is concluded, if there is any material change to the information already provided or any new fact or matter arises which may be relevant to the consideration of our proposal for insurance.
3. I/We agree that this proposal form and all other written information which is provided are incorporated into and form the basis of any contract of insurance.

Signature of Principal/Partner/ Director

Date

A copy of this proposal should be retained for your records.

By signing this HPI AAI (98) Form you consent to Hiscox using the information we may hold about you for the purpose of providing insurance and handling claims, if any, and to process sensitive personal data about you where this is necessary (for example health information or criminal convictions). This may mean we have to give some details to third parties involved in providing insurance cover. These may include insurance carriers, third-party claims adjusters, fraud detection and prevention services, reinsurance companies and insurance regulatory authorities. Where such sensitive personal 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 its use by us as set out above**.** The information provided will be treated in confidence and 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.