

Application Form
for
Professional Indemnity and Liability Insurances

Media

Definitions

Each time **We** use one of the words or phrases listed below in this application form it will have the same meaning

A defined word or phrase will be printed in bold each time it appears except for headings and titles

Material Fact

Any fact matter or other information which may influence alter or prejudice **Our** appraisal of **Your** business and/or **Our** consideration of the exposures covered under the Certificate

We/Us/Our

Glemham Underwriting Limited representing certain Underwriters at Lloyds (full details of which are provided in the Certificate wording and can be supplied on request)

You / Your/ Yourself

The practice partnership or company (or principal if a sole practitioner) including all partners directors and employees proposing for this insurance This may also include any subsidiaries and previous firms (and partners) that require coverage

IMPORTANT POINTS

This application form must be completed signed and dated by **Your** Principal Managing Director or Senior Partner

Please ensure that all questions are answered in full and that where there is insufficient space in the application form any relevant additional information is provided on a separate sheet

All **Material Facts** must be disclosed to **Us** whether or not they are the subject of a specific question herein and **You** have a continuing duty to disclose such facts to **Us** throughout the duration of the period of insurance Failure to make such disclosures may prejudice your rights in the event of a claim or render the policy void

Please provide a brochure (if available) CV's for your principals and a copy of your standard contract terms

1 (a) Your name(s)/trading title(s)

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(b) Establishment Date

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(c) Principal Address (including postcode)

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(d) All other addresses (including postcodes)

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(e) Website

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* (Your website content will not be deemed to form part of this application form unless supplied in hard copy form and attached to this proposal form)

2 (a) Please provide a full description of Your activities including main areas of expertise

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(b) Have You changed Your name or been part of a merger de-merger or joint venture or have there been any material changes to Your activities in the past 6 years? If YES please provide full details

YES / NO

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3 (a) Please complete the following

Full names of all Directors and Partners	No. of Years in this capacity	Professional Qualifications	Date Qualified

(b) Number of staff (excluding those listed above)

Professionally Qualified Staff
 Technical
 Self employed/Contract staff
 Others e.g. admin
 Total

(c) Wageroll - Clerical
 - Manual

4 (a) Please provide details of Your turnover for the past 3 years together with an estimate for the forthcoming year

	Year ___/___/___	Year ___/___/___	Last Complete Financial Year ___/___/___	Forthcoming Year ___/___/___ (Est. Only)
UK & Channel Isles				
European Union				
USA/Canada				
Elsewhere				

(b) Please indicate the approximate percentage of the total work carried out by discipline as follows

	Last Complete Financial Year	Forthcoming Year (Estimate)
Production of Advertisements - Commercial TV		
- Other Media		
Sale of Media Space - Commercial TV		
- Other Media		
Design Services - Graphic		
- Product		
- Interior		
- Exhibition Stand		
- Website		
Market Research		
Marketing and Corporate Identity Consultancy		
Public Relations Consultancy		
Production of Printed Literature		
Direct Marketing - Mailshots		
- List Broking		
- Telemarketing		
Sales Promotion		
Event Organisation		
Other		
Total		

(c) Please provide details of the 5 largest projects **You** have undertaken during the past 3 years

Client	Services Provided	Start Date	Completion Date	Your Income	Total Contract Value

(d) If **You** have declared any income under Direct Marketing please provide details of the 3 largest contracts undertaken please answer the following

(i) What is Your largest mailing size (by number of units)?

(ii) What is Your average mailing size?

(iii) Do You do 100% mailings? If YES please provide full details below

YES / NO

5 (a) Do **You** anticipate any material changes to **Your** activities or the types of project in which **You** are involved in the forthcoming 12 months? If YES please provide full details

YES / NO

(b) Are all of **Your** contracts subject to English law? If NO please provide full details

YES / NO

6 (a) Do **You** currently buy Professional Indemnity Insurance? If YES please confirm

Existing Insurer	Indemnity Limit
Excess	Premium
Renewal Date	Retroactive Date*

*Please note that cover will only apply to work executed after the Retroactive Date This date can usually be found in the schedule which accompanies **Your** current policy or certificate

(b) Have **You** ever had any previous request for similar insurance declined or had a previous policy or certificate cancelled voided or had any punitive conditions imposed? If YES please provide full details YES / NO

(c) Please state the limit(s) of Indemnity for which **You** require quotations

GBP	GBP	GBP
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(d) Please state the amount of Self Insured Excess **You** are prepared to carry. Please note that any terms provided may be subject to a minimum Excess based on the information supplied in this application form

GBP	GBP
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Risk Management

7 (a) Do **You** have a compliance officer or risk manager? If YES please provide the following YES / NO

Name Number of years with the firm in this capacity Qualifications

If NO please provide details of the person responsible for internal risk management

Name Number of years with the firm in this capacity Qualifications

(b) Have any of **Your** Principals Directors or Partners been made personally bankrupt or been personally involved with any business which has been placed into receivership liquidation or been wound up at the request of its creditors? If YES please provide full details below YES / NO

(c) Do **You** ensure that all contracts are subject to **Your** standard terms or are reviewed and approved by **Your** solicitor? If NO please explain YES / NO

(d) Do **You** seek to limit **Your** liability in contract? If YES please state the upper limit at which liability is capped or explain YES / NO

(e) (i) Do **You** always work to a written specification with clients which includes details of deliverables volumes deadline and sign-off procedures? YES / NO

(ii) Are all deviations to the above specification reported and documented in writing? YES / NO

(f) Do **You** always obtain final client sign-off before going to print? YES / NO

(g) Do **You** engage subcontractors or enter into any contracts where **You** are contractually liable for the actions of subcontractors? If YES please answer the following YES / NO

- (i) What percentage of **Your** annual turnover is paid to subcontractors? %
- (ii) Do **You** have a clearly defined process for the vetting selection management and control of subcontractors YES / NO
- (iii) Are all subcontractors are engaged on contractual terms that either mirror or are at least as onerous as the contractual terms under which **You** have been engaged YES / NO
- (iv) Are all subcontractors are required to carry adequate insurance prior to their appointment YES / NO
- (v) What is the minimum limit of Professional Indemnity Insurance that **You** accept for **Your** subcontractors? GBP
- (h) Are all of **Your** current contracts progressing to timescale within budget and with no unresolved issues or problems? If NO please provide full details below YES / NO

- (i) Do **You** undertake any due diligence to ensure that prospective clients are financially stable with an acceptable credit rating? YES / NO

Claims Experience

Professional Indemnity Insurance is underwritten on a claims made basis and as such **We** will exclude any claim and/or circumstance which may give rise to a claim which is known by **You** prior to the inception date of the Certificate AFTER FULL ENQUIRY of all relevant persons please answer the following

- 8 (a) Have any Professional Indemnity claims been made against **You** or against any former Principal Director or Partner of **You** (including whilst in previous employment) whether successful or otherwise? YES / NO
- (b) Have any claims for dishonesty ever been made against **You** or against any former Principal Director Partner or Employee of **Yours**? YES / NO
- (c) Are **You** aware of any circumstance which could reasonably be foreseen to give rise to a claim against **You** or **Your** predecessors in business or any of the present or former Principals Directors or Partners? YES / NO

If **You** have answered YES to any of the above please provide full details (including date of loss allegation quantum and current status) Please use a separate sheet of paper if there is insufficient space below

GLEMHAM UNDERWRITING LIMITED CAN OFFER A PREMIUM INSTALMENT FACILITY

PLEASE CONFIRM IF YOU WOULD LIKE TO RECEIVE FURTHER DETAILS

DECLARATION

I/we declare that the above answers statements particulars and any additional information are true to the best of our knowledge and belief

I/we confirm that all **Material Facts** have been disclosed

I/we understand and agree that this application form shall be the basis of the contract with Glemham Underwriting Limited

Signature of Your Director/Partner	
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Date	
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You are reminded of the IMPORTANT POINTS on the front of this application form

Please retain a copy of this application form for your records