

# CPM

## INSURANCE FOR CYBER, PRIVACY AND MEDIA RISKS

### INTRODUCING ESURANCE® CPM

Media and technology are revolutionising the way we communicate. Yet traditional insurance policies have not kept up with this evolving landscape. Esurance® CPM has been specifically designed to provide comprehensive protection for the cyber, privacy and media risks faced by companies in their day to day operations.

### TAILORED COVER

Esurance® CPM is a policy that has been designed with the future very much in mind. It is a modular policy which allows companies to tailor the cyber, privacy and media cover they buy to the risks they face. Coverages include:

- Comprehensive media liability, including cover for user generated content
- Advertising and personal injury
- Defamation, including libel and slander
- Intellectual property rights infringement
- Invasion of privacy
- Blanket professional liability
- Breach of contract
- Cyber liability, privacy liability and privacy breach notification costs
- Employers' liability and public liability
- Property and business interruption, including cyber perils

### TARGET MARKET

Esurance® CPM is aimed at a wide range of companies as most businesses have an exposure to cyber, privacy and media risks.

Some industry examples include:

- Website operators and e-tailers
- Healthcare providers
- Leisure and entertainment companies
- Retailers
- Manufacturers and wholesalers
- Professional service companies

### LIMITS, EXCESSES AND PREMIUMS

- Limits available up to £5,000,000
- A range of excesses available, from as low as £1,000
- Premiums starting from as little as £300 for a £1,000,000 limit

### OUR SERVICE COMMITMENT

We are committed to providing you with service of the highest quality. As part of this commitment we promise that:

- You will deal with an experienced underwriter who understands cyber, privacy and media risks
- We will make fast decisions and will react when you tell us something is particularly urgent
- We will listen to your feedback and use it to continually improve our service

To obtain a quote for Esurance® CPM all we need is the completed proposal form.

