



# Professional Indemnity Insurance

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## Proposal Form

Marketing, Advertising and  
Communications Consultants



### MARKETING ADVERTISING AND COMMUNICATIONS CONSULTANTS

Company name:

Contact details:

Address:	Contact name:	
	Telephone:	Fax:
	Email:	
Post code:	Website:	

Please provide similar details for any other companies or businesses (including associated or subsidiary companies) requiring cover under this insurance, below.

Additional insured name and address:

Postcode
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**NOTE:** Please note that you should answer all subsequent questions on this application form in relation to all parties to be insured under this policy

Additional liabilities:

Is cover required for anything other than work undertaken by the firm(s) identified on the Professional Indemnity Insurance proposal form? This may include a predecessor in business or liability of one of your partners or principals relating to work undertaken elsewhere.

YES  NO

If YES, please provide details:

Date business established:

Total income:

	Last complete financial year	Current year	Estimate next year
UK law contracts	£	£	£
EU law contracts	£	£	£
US law contracts	£	£	£
Other law contracts	£	£	£

Number of employees:

Last year	Current year	Estimate next year

Partners and directors:

Name	Qualifications	No. of years experience



**This insurance is not suitable for any of the following services:**

Web hosting, application service provision, internet service provision, other managed services, domain name registration, transactional website design. If you do provide any of these services, please consult your broker as Collegiate has a more suitable policy for **IT professionals** to cover risks associated with this work.

We are unable to provide cover for **Printers** / Print only contracts or **Journalists / Authors**.

**Your business activity**

Please split your last completed financial year's total turnover approximately between the following professional disciplines: If this proposal form is being completed on behalf of a new business, please split your estimated fee income for the forthcoming year.

a) Commercial TV	
i) production of advertisements	<input type="text"/> %
ii) media space purchased	<input type="text"/> %
b) Other media	
i) Production of advertisements	<input type="text"/> %
ii) Media space purchased	<input type="text"/> %
c) Production of printed literature/documents	<input type="text"/> %
d) Direct marketing (including mail shots)	<input type="text"/> %
e) Telemarketing	<input type="text"/> %
f) List broking	<input type="text"/> %
g) Sales promotion	<input type="text"/> %
h) Marketing	<input type="text"/> %
i) Market research	<input type="text"/> %
j) Public relations	<input type="text"/> %
k) Specialist design	
i) graphic design	<input type="text"/> %
ii) interior design	<input type="text"/> %
iii) product/structural design	<input type="text"/> %
l) Corporate identity work	<input type="text"/> %
m) Event/conference organisation	<input type="text"/> %
n) Multimedia consultancy	<input type="text"/> %
o) Exhibition design/management (no construction)	<input type="text"/> %
p) Web site design (no functionality)	<input type="text"/> %
q) Other - please specify: <input type="text"/>	<input type="text"/> %



If you have declared any turnover under direct marketing/mailshots or sales promotion please provide full details of your activities including a full description of the 3 largest contracts you have undertaken. You may be asked to complete a further proposal form once Underwriters have considered these risk areas.

Type	Turnover	Start	End date	Client

If you have declared any income under or event conference organisation, do you wish to receive a quotation in respect of cancellation and abandonment of your events?

YES  NO

If YES, please request a proposal form from your broker.

Do you always work to a written specification with your clients for each job which includes campaign details, volume, quality, timings and sign off procedures?

YES  NO

Are all deviations to the above specification contract reported?

YES  NO

Do you always use a purchase order, or equivalent, when employing subcontractors which mirrors any client obligations for each contract?

YES  NO

Do you always obtain final client sign off before going to print?

YES  NO

Is your business a member of any professional organisation or trade association?

YES  NO

If YES, please provide details:

Please give details of the three largest contracts commenced in the past three years:

Start date / end date	Name / business of client	Nature of contract	Total value	Income to you



Collegiate  
UNDERWRITING

Within the past three years, what is the average value of all contracts you get involved in?

£

Have you had any involvement with structural design work in relation to event/conference/exhibition organisation?

YES

NO

If YES please give details:

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Do you act as Printers or have Print only contracts?

YES

NO

Are you Journalists / Authors?

YES

NO

Have you ever bought Professional Indemnity Insurance in the past?

YES

NO

If YES, please provide details:

Name of Insurer	Limit of indemnity	Excess	Premium	Renewal Date	No. of years continuously held

Please advise the limit of Indemnity now required together with your preferred excess.

Option	Limit	Excess
A	£	£
B	£	£



**You must complete this section.**

In relation to your professional business activities, are you after reasonable enquiry aware of: Any shortcoming in your work which may lead to a claim against you.

This includes:

- A shortcoming known to you which you cannot reasonably put right.
- A complaint about your work or anything you have supplied which cannot be immediately resolved.
- An escalating level of complaint on a particular project.

YES  NO

A client withholding payment due to you after any complaint.

YES  NO

Any loss from the dishonesty or malice of any employee or self-employed freelancer.

YES  NO

Any loss from the suspected dishonesty or malice of any employee or self-employed freelancer.

YES  NO

Any matter which may give rise to a claim against your predecessors in business or any past partner, principal, director or employee.

YES  NO

If you answered YES to any of the above, please provide full details:

Have you or any of your partners or directors at any time either personally or in any business capacity:

1. been declared bankrupt or become insolvent or made any voluntary arrangement with creditors or been subject to enforcement of a judgement debt?

YES  NO

2. been a partner, a director or had a controlling interest in any company, firm or business entity which has entered into a voluntary arrangement with creditors or been subject to any application for liquidation, administration, receivership or to enforcement of a judgement debt?

YES  NO

If the answer to 1. and/or 2. above is YES, please give full details on a separate sheet.

Has any claim, whether successful or not been made against you or your predecessors in business or any past or present partner, principal, director or employee (whether previously insured or not)?

YES  NO

Have you ever had any insurance or proposal cancelled, withdrawn, declined or made subject to special terms?

YES  NO

If YES, please provide details:

Date	Details



**DECLARATION**

**You must complete this section.**

**Please read the declaration carefully and sign at the bottom.**

**MATERIAL INFORMATION**

Please provide us with details of any 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.

**DATA PROTECTION**

By signing this Proposal Form you consent to Collegiate Management Services Limited 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.

**DECLARATION**

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.

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.

I/We understand that non-disclosure or misrepresentation of a material fact or matter will entitle Collegiate Management Services Limited to avoid this insurance.

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.**