



# Social media

Product brochure  
United Kingdom



## Overview

Social media has revolutionised the way we communicate, engage in commerce, consume news and spend our leisure time. Our policy was one of the first of its kind to provide comprehensive protection for this new breed of media company - from social networks and community sites to media sharing websites, app developers, bloggers and online gaming companies.

## About CFC

CFC is a specialist insurance provider and a pioneer in emerging risk. With a track record of disrupting inefficient insurance markets, CFC uses proprietary technology to deliver high-quality products to market faster than the competition while making it easier for brokers to do business. Our broad range of commercial insurance products are purpose-built for today's risks, and we aim to give our customers everything they need in one, easy-to-understand policy.

Headquartered in London and backed by Lloyd's, CFC serves more than 60,000 businesses in over 75 countries. Learn more at [cfcunderwriting.com](http://cfcunderwriting.com) and [LinkedIn](https://www.linkedin.com/company/cfcunderwriting).

## Contact



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## Coverage highlights

### Comprehensive media liability

The many ways in which media content is sourced, generated and disseminated mean that insurance needs to be broad. That's why our policy provides coverage on all content that you are held responsible for, including user generated content.

### Defamation cover

Our policy covers the costs incurred as a result of a claim first made against you alleging defamation - including libel, slander and emotional distress - as well as outrage arising out of your media content, user generated content or your business activities.

### Cyber and privacy cover

Social media organisations can be responsible for sensitive personal information that, if lost, can lead to regulatory fines. That's why PCI and HIPPA breaches as well as fines which are insurable by law are covered to the full policy limit. Data stored in the cloud is covered as well as first party loss from hack attacks and viruses.

### Bodily injury and property damage

The unpredictable use of social media combined with lack of legal precedents surrounding that usage creates an uncertain legal environment for social media companies. Bodily injury and property damage are covered to the full policy limit to provide extra peace of mind.

### Separate limits of cover for major insurance lines

Tailored package policies such as ours help to reduce gaps and overlaps in cover. But just because you are able to buy your insurance in a single policy doesn't mean you only benefit from a single limit. In fact, our policy has separate limits for each major insuring line, meaning limits for a claim under one line won't erode limits for future claims under another line.

### Breach of contract

Our policy grants clear, unambiguous cover for breach of a client contract. We will pay all sums up to the policy limit which you become legally obliged to pay as a result of any claim by a client made against you.

## Appetite



### What we love

- Application developers
- Business networking websites
- Corporate blogs
- Educational games
- Genealogy websites
- Instant messaging applications
- Massively multiplayer online roleplaying game (MMORPGs) developers
- Online dating agencies
- Online & mobile games developers
- Online listings sites
- Online marketplaces
- Social networking websites
- User-generated content sites
- Web-based communities



### What we consider

- Accounts with over 10m monthly unique visitors (MUVs)
- Crowdsourcing applications