

Product
Information
Sheet

Social Media

Overview

Social media is revolutionizing the way we communicate. Yet these new media companies are operating in an uncertain and ever changing legal environment. 2.0 has been specifically designed to provide comprehensive protection for this new breed of media company. 2.0 is a policy that has been designed with the future very much in mind. It is a modular policy which allows social media companies to tailor the cover they buy to the risks they face.

Coverages

- 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
- Commercial general liability
- Property and business interruption, including cyber perils

Targeting

App developers	Mobile phone content developers
Business networking websites	News aggregation services
Casual gaming websites	Online dating agencies
Corporate blogs	Online games developers
Crowd sourcing applications	Online games publishers
Digital marketing agencies	Online listings sites
Educational games	Photo sharing websites
Genealogy websites	Social networking websites
Instant messaging applications	User-generated content sites
Internet radio websites	Video sharing websites
Location based gaming	Web-based communities
MMORPG	Wikis

New Submissions

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