

Photographers and Video Makers Insurance Prospectus

keyfacts



Arranged by AADUKI MULTIMEDIA INSURANCE and effected with Royal & Sun Alliance Insurance plc through Saturn Professional Risks

AADUKI MULTIMEDIA INSURANCE was formed following the management buy out of the media insurances division of Anchorman Insurance.

In July 2001 Anchorman Insurance formed their media insurances division and Darryl Probert joined them to offer a professional, informed, expert and friendly service to customers.

Darryl joined Anchorman with twelve years insurance experience, six of which he had spent dealing exclusively with the photographic, video and wider media industry. With an understanding of the media industry Darryl offers customers an efficient and professional service. At a time when many insurance companies are merging and becoming indifferent to their customers rather than focusing on the specific requirements of each policyholder, Darryl tailors the cover to the individual as no two businesses are identical.

In September 2001, Darryl was joined by an additional team member – Dan Malcolm - to assist him in the running of the media division to ensure that there is always a dedicated professional to deal with any enquiries from customers.

In November 2005 Darryl purchased the department from Anchorman Insurance and merged the business with a business owned by a friend - Versatile Insurance (a company itself formed from a previous management buy out of Anchorman's general insurance department).

The new company is Versatile Insurance Professionals Limited but all of our media insurance business is branded under our trading name of "Aaduki Multimedia Insurance".

Both Darryl and Dan are continuing to be at the front line of the business to deal with customers and they are keen to build Aaduki Multimedia Insurance into a leading specialist insurance provider by increasing the range of products offered and also to extend the number of product suppliers used.

When you insure with Aaduki you can be secure in the knowledge that you are dealing with insurance professionals whose expertise is in your industry, and because we deal with all the paperwork in house, you will not experience the delays in receiving your policy documentation that has become associated with many insurance companies today.

As the majority of our products are exclusively available through Aaduki Multimedia, we are able to provide you with an efficient service that is second to none. In most cases we can provide you with a quotation and clarify any queries you may have over the telephone.

Photographers and Video Makers Insurance

We at AADUKI provide a complete range of insurance services for the Photographic and Video Making Industry and we aim to provide cover specifically tailored to the requirements of each sector of the industry, offering the widest scope of cover and the best value for money.

AADUKI's Photographers and Video Makers Insurance is tailored to provide all the covers generally required by a photographic business based in the United Kingdom and allows the production of a policy dedicated specifically to the requirements of the business made up of any of the following areas of cover:

Buildings, Shop Fronts & Fixed Glass Fixed Business Property & Equipment	Cover for buildings, shop fronts and fixed glass Cover for tenants improvements, interior decorations, fixtures and fittings, and film processing and darkroom equipment
Portable Business Property & Equipment	Cover for photographic, video and lighting equipment, computer/electronic office equipment, hired in equipment, photographic work (portfolio), stock and materials, mobile telephones, goods held in trust and other business property
Business Interruption	Cover for your gross profit and/or additional cost of working expenses
Loss of Money	Cover for theft of monetary sums
Public Liability	Cover for your liability for injury caused to third parties or for damage caused to a third party's property
Products Liability	Cover for your liability for injury caused to third parties resulting from products supplied
Employers' Liability	Cover for your liability for injury caused to your employees
Professional Indemnity	Cover for professional indemnity

Key Scheme Features

Simplicity:

By covering all business insurance requirements under the one policy but only taking those covers relevant to your business thus simplifying your administration and reducing your costs.

"All Risks"

All property (except buildings) is covered for "All Risks", subject to the normal exclusions for this type of insurance.

"New for Old"

If any property (except buildings), is lost or damaged by any of the insured "perils" the full cost of repair or replacement will be paid (less the excess), providing of course that appropriate sums insured have been declared by you on your policy. In this respect you should note that it is possible to "mix" items for either new or second hand replacement should you only wish to insure for second hand rather than new replacement on some items.

"Territorial Limits"

By selecting the "territorial limits" that apply to the cover for all the items of portable business property and equipment the cover can be restricted to specific requirements thereby reducing your costs.

Payment in Instalments

To help cash flow the cost of the premium can be spread over two or three cheque payments or the premium can be spread over the policy year by direct debit.

The Cover

Please note that the following explanation of the covers is only meant to give an overview of the covers available and to assist you with the completion of the proposal form. For definitive information on the covers available the complete policy wordings should be referred to and these are available upon request.

You may find that this prospectus details insurances that we did not quote on, or that you may not have considered. If you have any questions whatsoever please do not hesitate to contact us.

Please also note that if you are VAT registered you should not include VAT when calculating the reinstatement/replacement cost of any items.

BUILDINGS, SHOP FRONTS AND FIXED GLASS

BUILDINGS

The full reinstatement cost of all buildings for which you are responsible should be covered by this category. The costs of reinstating any additional walls, gates and fences in the grounds of the building should also be included. When calculating the reinstatement costs you should take into account Architect's and Surveyor's fees which are likely to be incurred together with the cost of debris removal. If you are in any doubt as to how much to insure for, we suggest that you consult a qualified Surveyor. The cover provided is for normal perils including subsidence but excluding accidental damage.

SHOP FRONTS AND FIXED GLASS

If you are insuring your buildings under this policy you should include the reinstatement cost of any "Shop Front" and/or "Fixed Glass" (windows), in the reinstatement cost of the buildings. Even if you are not responsible for insuring your business premises, you may still find that you are responsible for insuring the "Shop Fronts" or "Fixed Glass". If this is the case you can cover the full reinstatement cost under this category.

FIXED BUSINESS PROPERTY AND EQUIPMENT

TENANTS IMPROVEMENTS AND INTERIOR DECORATIONS

If you are leasing or renting your business premises you may have spent considerable sums of money altering or adapting the interior of the premises. Under this category you can cover costs of carrying out such work again if, for example, your premises have been damaged by fire or as a result of a burglary accompanied by malicious damage.

FIXTURES AND FITTINGS

Photographic businesses often use specialised built in storage units and other fixed furniture. Under this category you can cover the costs of replacing fixtures and fittings such as fixed cupboards and built in furniture.

FILM PROCESSING AND DARKROOM EQUIPMENT

Professional photographers often own a variety of equipment which by virtue of size, weight, or construction cannot be easily removed from the premises. Under this category you can insure any film processing or other fixed equipment which cannot be removed from your premises.

PORTABLE BUSINESS PROPERTY AND EQUIPMENT

For all equipment to be insured under this section of cover you need to choose:

1. the total sum insured of all of your portable equipment (for each area of cover under this section - photographic, video and lighting equipment, computer/electronic office equipment, hired in equipment, photographic work (portfolio), stock and materials, mobile telephones, goods held in trust and other business property) – place in the column headed "Total" on the proposal form
2. the maximum sum insured for each of the categories in (1) above needed away from the premises at any one time – place in the column headed "Total Away" on the proposal form (all of your equipment will be covered at the premises with the maximum amount you state being covered away from the premises at any one time)
3. the territorial limit required when items are away from the premises – choose between United Kingdom, European Union, or annual World Wide if you opt for United Kingdom or European Union cover you will get 60 days FREE cover anywhere in the World per policy year

For each item the replacement cost (whether based on new or second hand replacement), should represent the cost of replacing the insured item with an identical item or if this is no longer available the cost of the nearest equivalent. If you are insuring your equipment on a new replacement cost please ensure that you insure for the replacement cost and not the price you paid – you may find that you bought the item whilst it was on sale and this price may not be available again at the time that you need to make a claim – you should insure for the manufacturers recommended retail price.

For hired equipment the sums insured should represent the maximum amount of cover that is required at any one time.

For photographic work (portfolio), this policy will cover the reduplication cost only. The policy will pay for your portfolio to be reconstituted so you should take into account the cost for any portfolio cases and leaves etc in addition to the cost for having the work reduplicated, processed and printed. Please note that the policy will only pay to reduplicate your portfolio and it does not cover reshooting costs; therefore in order to make a claim you must have the original material to hand so that it can be reduplicated. We suggest that if you do not already have a duplicate set of transparencies, negatives (or other medium on which you store your work), that a duplicate is made and that duplicate is then stored off site so that in the event of loss or damage to your portfolio, you have material from which you can reduplicate your portfolio. **If there is no material from which to reduplicate your portfolio the policy will not operate in the event of a claim.**

For goods in trust the sums insured should represent the maximum amount of cover that is required at any one time. For any jewellery, furs, gold, silver, antiques and any mechanically propelled devices you must contact us to arrange specific cover when you need it.

BUSINESS INTERRUPTION

Loss or damage to your business property and/or equipment may lead to loss of income and extra expense. By taking out business interruption insurance you are insured against loss resulting from an interruption with your business following an insured loss under this policy. The standard period of cover (called indemnity period) is twelve months from the date of the incident.

Loss of gross profit cover will pay for the gross profit which is lost as a result of any reduction in activity caused by loss or damage to the insured business property and/or equipment.. Additional costs that are necessarily incurred in taking measures to avoid or diminish losses are also covered. The sums insured you declare should represent the anticipated gross profit of your business for the indemnity period. Gross profit is defined as total income less cost of purchases made by your business.

Additional cost of working expenses will pay for additional costs which are necessarily incurred with attempting to minimise the interruption of your business that is caused by loss or damage to your insured business equipment. The sum insured you declare should represent all costs that you may incur in attempting to minimise the disruption to your business.

PUBLIC AND PRODUCTS LIABILITY INSURANCE

Public and Products Liability protects you for your legal liability for injury to third parties (other than employees), and damage to property.

Imagine the consequences if you are held legally liable for injury or damage to a third party or their property. This can range from someone tripping over a lead and injuring themselves, to your tripod falling over and smashing a window.

The standard cover (called limit of indemnity), is £2,000,000 each and every claim (in total per policy period in respect of Products Liability). If you require a higher limit of indemnity please indicate the amount of cover you need on the proposal form or contact us through out the year to change your cover for you.

Your contribution towards a claim for damage to property is either £250 or £300, but if you injure someone there is NO excess.

The standard cover provided does not cover you for any legal liability arising from you working airside at airports or airfields and/or out of the ownership, possession, or use of:

1. a mechanically propelled vehicle for which insurance is required under the Road Traffic Act or similar legislation
2. aircraft or other "aerial devices"
3. hovercraft or other waterborne craft

A motor insurance policy will provide cover for (1) above but if you have any involvement with any of the others in connection with your business, cover can usually be arranged upon receipt by us from you of full details of what exactly is involved. In the case of aircraft or other "aerial devices" we should be allowed at least 48 working hours notice and in the case of you working airside at airports and/or airfields we should be allowed one working weeks notice to allow us enough time to determine the possibility of cover.

EMPLOYERS' LIABILITY INSURANCE

Employers' liability insurance protects you against your legal liability for injury, illness or disease to any employee, including directors of limited companies, labour only sub-contractors and persons under work experience or training schemes. Cover is provided for £10,000,000.

Please note that it is a legal requirement that you hold employers' liability insurance if you have any employees – regardless if you pay them for their time or not.

PROFESSIONAL INDEMNITY INSURANCE







As soon as you agree to do a shoot you are contractually obliged to produce photos to an acceptable standard.

It is a fact of modern life that more and more people are willing to take matters to court and claim compensation if they are not satisfied with their photos, or if there were other problems on the day of the shoot.

Even if you are found not to be at fault, solicitors' costs in defending yourself alone can be exorbitant.

Professional Indemnity Insurance will provide you with this essential protection.

When you hold Professional Indemnity Insurance with us you can have peace of mind knowing that you are covered for:

-  Camera malfunction
-  Breach of copyright
-  Loss or damage to your work caused by either you or your processing lab
-  Operator error
-  Plagiarism
-  Libel and slander

In some instances cover is also extended to cover the additional costs incurred by you to rectify a mistake or even the fees you would have been paid by your customer but for your mistake.

If you have a claim which is agreed to be paid and you are required to attend court as a witness you are covered, subject to a maximum of £400 per claim, up to £200 per day per claim (employees £100 per day per claim) for attendance at court.

In addition to the sum insured shown in your schedule the cover also provides for costs and expenses incurred with the Underwriters consent in the defence and/or settlement of a claim.

Provided that it has been agreed before hand, the cover will also provide for reasonable costs and expenses incurred in replacing or restoring documents that are lost, damaged or destroyed.

The cover automatically extends to cover work carried out on your behalf by your employees. (Please note however that it is a legal requirement that you hold Employers' Liability Insurance and should you not hold that cover the professional indemnity insurance does NOT extend to cover work carried out by anyone other than the policyholder). This professional indemnity insurance does NOT cover Employers' Liability Insurance.

It is easy for you to understand the amount of cover you have. Unlike some insurance companies your cover is not on a confusing 'per film, per claim, per incident and in the aggregate' basis but it is written on a sum insured for 'any one claim and in the aggregate'. So, just by looking at your schedule you can see clearly the amount of cover you have. (Aggregate = maximum paid in total per year).

We offer three limits of indemnity from which you can choose:

- £75,000 any once occurrence and in total per year
- £100,000 any one occurrence and in total per year
- £250,000 any one occurrence and in total per year

SECURITY

With crime increasing all the time, it is prudent not only to take out proper insurance, but also to take all reasonable steps to prevent your belongings from being stolen or vandalised. That said AADUKI does recognise that there are areas of the United Kingdom that are more "at risk" from theft or vandalism than others.

So as not to penalise those persons living in areas where the risk of crime is not as high or those persons who do not hold as much equipment as others, the policy does contain some basic security requirements for those persons located in certain postcodes or where the sum insured reaches high levels. By selecting those postcodes more "at risk" than others, and by asking for basic security features where there is a high total sum insured, we have found that this helps to keep premiums low but also helps to prevent the disruption and inconvenience that inevitably follows a burglary.

Our experience of dealing with claims shows that the businesses located in the following postcode areas are more "at risk" than others:

B1, 4-3, 15-21, 23, 29, 30, 35, 37, 44, 66

G1, 11-15, 20-23, 31-34, 40-46, 51-61, 64, 66, 69, 70, 72, 73, 76, 77, 79, 81, 82, 83

L9-14, 16-19, 21-23, 25, 26, 28, 34-36, 45

EC, E1-18, NW, N1-22, SW, SE, WC, W1-14

M1-46, 60, 90, 99

NE1-16, 21, 23-40, 98, 99

IF YOU ARE LOCATED IN ONE OF THE ABOVE POSTCODES

If you live, or your business operates from premises in any of the above postcodes it is a requirement of the policy for "theft and/or attempted theft and/or malicious damage" cover to be in place that the premises is protected by the Minimum Physical Security Protections as shown below. In addition we ask that if your premises are a high street premises (but not if it is a private dwelling house and you work from home), that the shop front is also fitted with grills.

If your total sum insured exceeds £50,000 we ask that the premises are also protected by an intruder alarm system that is fitted and maintained under an annual maintenance contract with either a NACOSS or SSAIB approved installer. We ask that the alarm system incorporates the REDCARE method of signalling to offer you the best alarm protection possible.

IF YOU ARE NOT LOCATED IN ONE OF THE ABOVE POSTCODES

If you do **not** live, or if your business does **not** operate from premises in any of the above postcodes, the policy has no basic security requirement if your total sum insured is less than £30,000, although it would be prudent of you to consider implementation of such for your own peace of mind. However, if your total sum insured exceeds £30,000 we do then ask that the premises is protected by the Minimum Physical Security Protections as shown below.

If your total sum insured exceeds £100,000 we ask that the premises is also protected by an intruder alarm system that is fitted and maintained under an annual maintenance contract with either a NACOSS or SSAIB approved installer. We ask that the alarm system incorporates the REDCARE method of signalling to offer you the best alarm protection possible.

In order to allow enough time to comply with any security requirement, a period would normally be allowed for the protections to be installed – talk to us for details.

Minimum Physical Security Protections

Windows

All external basement, ground floor and other accessible (accessible means adjacent to roofs, fire escapes, down spouts/drain pipes) windows fanlights or skylights which are opening by design (originally constructed to open), must be:

- (a) secured with a key operated window lock or
- (b) 10cm screw through the frame on the opening part of the window into the frame

In the case of windows which are to be protected by solid steel or iron bars, the bars are to be fixed securely to the brickwork or masonry surrounding the window and are to be not less than 5cms in diameter and not more than 10cms apart.

An allan key would be acceptable for window locks.

Doors

All external doors (and internal doors which lead to other parts of the building which are not under the insured's sole control) are to be secured with a five lever mortice deadlock.

Patio doors to be fitted with supplementary bolts top and bottom (in addition to the manufacturer's lock/s) unless an alarm is required in which case an alarm contact is to be in place on the patio door itself in addition to the required physical protections.

Double glazed (and/or UPVC and Aluminium doors), to be secured with a five lever mortice deadlock or locking systems where the lock engages with the frame at more than one point (upon the operation of a single key or handle turn and not independently of each other).

Double doors- on the first closing leaf, flush or barrel bolts at least 200mm long top and bottom are to be fitted and on the second closing leaf, a five mortice lever deadlock or a five lever close shackle padlock is to be fitted.

Five lever mortice deadlocks can be substituted for locks that conform to BS3621.

Roller shutter doors, which are not electronically controlled, are to be secured with a five lever close shackle padlock.

Notes about security

A final exit door does not necessarily mean the front door only – it is both front and back doors plus any other exit doors and in the case of flats/units within a building complex it is regarded as the door leading into the individual flat/unit and not any communal entrance exiting out of the building.

Losses from Unattended Vehicles

If you have selected insurance for items away from your premises, the policy provides cover for items left in a vehicle not individually attended subject to certain terms and conditions.

Cover for loss or damage as a result of theft or attempted theft from a vehicle not individually attended is subject to:

- 1) the equipment being stored out of sight from the exterior of the vehicle in a locked luggage compartment and/or boot
- 2) all security protections fitted to the vehicle being in full and effective operation
- 3) all windows (including sun roof), are to be left closed
- 4) estate vehicles being fitted with a hard parcel shelf to form a closed off area within the vehicle under which nothing is visible from the exterior of the vehicle
- 5) a maximum sum insured of £5,000 any one loss (or the maximum sum insured under this policy on equipment covered away from the premises – whichever is the lower), unless the vehicle is fitted with a factory installed or professionally installed alarm
- 6) maximum of £15,000 any one loss (or the maximum sum insured under this policy on equipment covered away from the premises – whichever is the lower), where the vehicle is fitted with a factory installed or professionally installed alarm

Excludes cover for loss or damage as a result of theft or attempted theft from a vehicle not individually attended:

- 1) between the hours of 9.00pm to 6.00am (if you are an amateur photographer the policy excludes cover for loss or damage as a result of theft or attempted theft from a vehicle not individually attended between the hours of 5.00pm to 9.00am – or whenever darkness falls whichever is the earlier)
- 2) from an unlocked vehicle
- 3) in respect of convertible or soft top vehicles or vehicles of a similar “non enclosed” type
- 4) where there are no signs of violent and/or forcible entry to the vehicle

Important Information

If you are unhappy in any way with your insurance, in the first instance please contact our Mr Ray Colenutt who will be pleased to assist you. If you are still not satisfied a more formalised complaints procedure will be found in your policy documentation or on request.

The proposal form forms the basis of the insurance contract. Non disclosure of material facts or inaccuracies could lead to the policy being voided, and/or a claim being repudiated. It is also imperative that all material facts are disclosed on the proposal form - if you are unsure as to whether a fact is material then you must disclose it.

For our clients convenience we will on occasion complete in part or full a proposal form in conjunction with the cover required. It must be born in mind that the onus is on you to check that all answers stated on such a proposal form are true and correct to your best knowledge and belief. AADUKI MULTIMEDIA INSURANCE accept no responsibility whatsoever in relation to the answers stated on such a proposal, hence it is of paramount importance that you contact us immediately should any of the said answers be wrong. Failure to report any incorrect answers could void the insurance and/or lead to a claim being repudiated as per the above.

Whilst every care is taken in the preparation and calculation of all figures, terms, conditions and quotations provided by AADUKI MULTIMEDIA INSURANCE we would like to point out that all of the above are indications only and are subject to receipt and approval of a fully completed and signed proposal form. The Underwriter's decision is final.

Please read through all the enclosed documentation carefully to ensure that it meets with your requirements. If you are unsure of any of the enclosed please telephone us and we will be happy to explain.

Should you require any further information on this or any other insurance related matter please do not hesitate to call us.

Many thanks.



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