



The following information is provided by Taylor & Taylor especially for ASMP members. Details of contact information are in the Benefits section on ASMP's Web site.

Prosurance

ASMP Prosurance was designed with the needs of the professional photographer in mind. The ASMP Prosurance policy was created to avoid the pitfalls that commonly exist in standard off the shelf insurance policies that are otherwise available. The scope of what is actually covered was broadened to meet the unique requirements of the photographic industry. When attempting to compare the ASMP Prosurance policy with other insurance programs, please pay careful attention to some of the subtle policy differences listed below.

OFFICE CONTENTS: Covers your furniture, computers, copy machines, fax machines and improvements & betterments.

CAMERA EQUIPMENT: Protects your cameras, lighting and darkroom equipment against fire, theft, water damage, breakage, earthquake and much more. Coverage is worldwide and on a "replacement Cost Basis". This differs from some policies that exclude coverage for theft from unattended vehicles, and earthquake, or are limited to the United States and Canada or provide coverage on a depreciated basis. Even though coverage is on a replacement cost basis you will not collect more than the value you have listed in your schedule. The standard deductible is \$250 but \$500 and \$1,000 deductibles are available.

FILM AND VALUABLE PAPERS - \$15,000 LIMIT: This coverage pays for expenses to re-shoot the job due to lost or stolen film. Coverage is designed to cover a current job and you must actually re-shoot the job in order to collect under this policy section. This important coverage is provided on a worldwide basis. It is important to note that claims for laboratory processing errors, camera malfunction and bad film are excluded. Imagine your camera bag that contains your exposed film is stolen after your shoot. The loss suffered is much greater than just your actual camera equipment. Please note, this coverage section does not cover stock photography or the liquidated damage amount of \$1,500 per image. The standard deductible is \$250.

BAILEE - \$5,000 LIMIT: Protects you for damage to or theft of other people's property that is in your care, custody or control; including property you are moving or photographing. Most liability policies exclude coverage for damage to property of others in your care, custody or control. Please note, there is an exclusion for scratching and marring. The standard deductible is \$250.

PORTFOLIO - \$2,500 LIMIT: This coverage protects the cost to reproduce prints, slides, chromes, tear sheets, etc... The basic policy covers 25 images at a cost not to exceed \$100 each in the event your portfolio is destroyed, lost or stolen. Coverage is worldwide. Note, this coverage section does not include stock photography. The standard deductible is \$250.

BUSINESS INTERRUPTION: Covers the actual loss sustained for up to 12 months as a result of direct damage to the premises listed in your policy by a loss from an insured peril.

GENERAL LIABILITY: Protects you for your legal liability against lawsuits for bodily injury or property damage that occurs within the United States and Canada. One of the important aspects of this coverage is that it affords coverage both on your premises and locations within the policy territory. Listed below are important coverage exclusions.

- a. Injury to people deemed to be covered by a Workers Compensation statute.
- b. Benefits payable under a Statutory Disability statute.
- c. Anything having to do with the use, loading or unloading of an automobile, watercraft, or aircraft.
- d. Damage to other people's property in your care, custody or control.
- e. Claims resulting from an improper model release, invasion of privacy, infringement of copyright or trademark, infringement of patents, libel or slander if you are in the business of advertising, publishing, broadcasting or telecasting.
- f. Claims arising outside of the United States or Canada.
- g. Anything having to do with pollution.
- h. Any intentional act.
- i. Wrongful termination, discrimination or sexual harassment.

NOTE, THE ASMP PROSURANCE POLICY DOES PROVIDE THE FULL \$1,000,000 LIABILITY LIMIT TO PROVIDE FOR PROPERTY DAMAGE TO A LOCATION IN YOUR CARE, CUSTODY OR CONTROL THAT IS USED TEMPORARILY AS A PHOTOGRAPHIC LOCATION OR SET.

NONOWNED & HIRED AUTOMOBILE LIABILITY: Protects an employer for bodily injury or property damage claims that arise from use of a hired, borrowed or rented vehicle. This coverage will respond only after the policy insuring the vehicles involved in the accident has paid its limit. Please note, there is no physical damage coverage for the

vehicle being driven or for the driver to whom the vehicle belongs. Coverage is limited to the United States and Canada.

Errors & Omissions Liability: For those members who meet the eligibility guidelines and complete an application coverage can be extended to include copyright infringement claims as a result of errors and omissions. Coverage is available in limits of \$100,000, \$250,000, \$500,000 and & \$1,000,000. An important policy enhancement for this type of coverage is that defense costs are in addition to the policy limit.

THIS HANDOUT IS MERELY A HIGHLIGHT OF THE ASMP PROSURANCE POLICY. IT IS NOT INTENDED TO REPLACE OR SUPERSEDE ANY OF THE TERMS AND/OR CONDITIONS OF THE POLICY. PLEASE REFER TO THE ACTUAL POLICY FOR AN EXACT DETERMINATION OF COVERAGE AS THE POLICY CONTAINS SPECIFIC EXCLUSIONS NOT OUTLINED IN THIS HANDOUT.