

Cyber and data insurance Policy wording

Please read the schedule to see whether you are covered by this section for Your own losses, Claims and investigations against you, Financial crime and fraud or Property damage.

The General terms and conditions and the following terms and conditions all apply to this section.

Special definitions for this section			
Additional business expenses	but	not ir	conable and necessary additional costs incurred as a direct result of a cyber attack , ncluding any normal overhead costs, general business expenses, salaries or wages by you or any other person or entity entitled to coverage under this section.
Additional increased costs of working	reco you	onstit I r bu s	conable and necessary additional costs and expenses, not including the costs of ution of data, incurred by you with our prior written agreement in order to continue siness or minimise your loss of income during the indemnity period and not limited duction in income saved.
Advertising	Adv	rertisi	ng, publicity or promotion in or of your products or services.
Applicable courts	sch	edule	ts of competent jurisdiction in those countries stated as the applicable courts in the e. For the purposes of privacy investigations and investigations, 'applicable courts' an the countries stated as the applicable courts in the schedule.
Breach			uthorised acquisition, access, use or disclosure of, or the loss or theft of, personal confidential corporate information.
Breach costs			conable and necessary costs incurred by you with our prior written agreement in sponse to an actual or suspected breach , including but not limited to:
	1.	lega	al costs to:
		a.	provide advice to you in connection with your investigation of a breach ;
		b.	assist with the preparation of notifications to any regulator and affected data subjects ; and
		c.	determine and pursue any indemnity under a written agreement with a third-party;
	2.	bre	each forensic costs;
	3.	COS	ts incurred to notify:
		a.	each affected data subject of the breach; and
		b.	any regulatory body, including but not limited to the Information Commissioner's Office, of the breach ;
		whe	ere you are required by any law or regulation to do so or where you do so voluntarily;
	4.		ts you incur to use a third-party call centre to answer enquiries from affected data bjects following notification of the breach to such data subjects ;
	5.	cre	dit monitoring costs; and
	6.		ts to monitor the dark web for the appearance of any information accessed in the irse of a breach ;
			ncluding any overhead costs, general business expenses, salaries or wages incurred or any other person or entity entitled to coverage under this section.
Breach forensic costs	Cos	sts yo	u incur for:
	1.	con	nputer forensic analysis conducted by outside forensic experts to:
		a.	confirm whether or not a breach has occurred;



	b. identify any affected data subjects ; and
	c. stop or contain the breach ; and
	 outside legal fees necessary for the preservation of the lawyer-client privilege of forensic reports and findings.
Claim	Any written demand or civil, criminal, regulatory or arbitration proceeding or any assertion of liability or any written demand for financial compensation or injunctive relief first made against you within the applicable courts .
Computer system	Any programs , computer network, hardware, software, information technology or communications system, including any email system, intranet, extranet or website.
Credit monitoring costs	The reasonable and necessary costs incurred by you with our prior written agreement to provide credit monitoring services or other credit protection services to each affected data subject .
Cyber attack	Any digital attack designed to disrupt access to or the operation of a computer system , including but not limited to any:
	1. malicious search engine optimisation;
	2. malicious clicking on any pay-per-click links;
	3. crypto-jacking; or
	4. denial of service attack or distributed denial of service attack.
Cyber ransom losses	Following an illegal threat :
	 the reasonable and necessary fees of our appointed consultant, incurred by you with our prior written agreement, for advising you on the handling and negotiation of the ransom demand;
	the cost of any ransom demand from the third-party or, if the demand is for goods or services, their market value at the time of the surrender; and
	the amount of any stolen ransom, where such theft occurs at or in transit to the agreed location for payment of the ransom.
Data asset	Any electronic data or software.
Data recovery costs	The reasonable and necessary costs and expenses incurred with our prior written agreement to regain access to your data asset , or to replace, restore or repair your data asset from back-ups, originals, or other sources.
	This does not include:
	 costs incurred after it has been established that your data asset cannot be replaced, restored or repaired, or access to it cannot be regained;
	2. the economic value of your data asset , including the value of any trade secrets;
	 costs to restore, update, or replace your data asset to a level beyond that which existed prior to the event, unless your data asset can only be replaced, restored or repaired by purchasing a newer equivalent; or
	 costs to research or develop your data asset or to recreate, gather or assemble facts, concepts or information needed to reproduce your data asset.
Data subject	Any natural person who is the subject of personal data.
Defence costs	The reasonable and necessary lawyers' and experts' fees and legal costs incurred with our prior written agreement in investigating, settling, defending, appealing or defending an appeal against a covered claim .
Dependent business	Any individual or entity that provides you with outsourced business processes or information technology services pursuant to a written contract.
Employee	Any individual performing employment duties solely on your behalf in the ordinary course of your business and who is subject to your sole control and direction and to whom you supply the instruments and place of work necessary to perform such duties. This does not include



	you or your sub-contractors or outsourcers.
Hacker	Anyone, including an employee of yours , who gains unauthorised access to or unauthorised use of your computer system or your data asset held by you or on your behalf.
Illegal threat	Any threat from a third-party, including an employee but not you , to:
	 damage, destroy or corrupt your computer system, a data asset you hold electronically or any data for which you are responsible, including by specifically introducing a virus; or
	2. disseminate, divulge or use any electronically held commercial or personal information which:
	a. you are responsible for; and
	b. will cause commercial harm if made public,
	following any unauthorised external electronic access by that third-party; or
	3. carry out a cyber attack against you .
	4. not withdraw from doing anything in 1. to 3. above.
Income	The total income of your business , less any savings resulting from the reduced costs and expenses.
Increased costs of working	The reasonable and necessary costs and expenses incurred by you for the sole purpose of minimising the reduction in income during the indemnity period , but not exceeding the reduction in income saved.
Indemnity period	The period, in months, beginning at the date the interruption to your business commences and lasting for the period during which your income is affected as a result of such interruption, but for no longer than the number of months shown in the schedule.
Information technology services	Computer and electronic technology services, including but not limited to cloud computing and other hosted computer resources. However, this does not include any internet service provider or telecommunications provider.
Insured equipment	Any property shown on the schedule that forms part of your computer system used for your business , including but not limited to computers, servers, telephones, smartphones, tablets, televisions, printers, scanners, cameras, sensors, smart speakers and other internet connected devices.
Insured person	Any natural person who is, or during the period of insurance becomes, a statutory director, partner or officer of you .
Loss	Any financial harm caused to your business .
Money	Cash, coin, bank and currency notes, bullion, funds, cheques, registered cheques, travellers' cheques, postal orders, bank drafts, money orders or any electronic, digital, online or cryptocurrency.
Operational error	Any negligent act, error or omission by an employee or supplier of yours in the:
	1. creation, handling, entry, modification or maintenance of any data asset ; or
	2. on-going operation, maintenance (including but not limited to installation, upgrading or patching), and development of your computer system .
Outsourced business processes	Services supporting the operation of your business functions, including but not limited to human resources, call centre, and fulfilment services. This does not include the provision of products or services as part of your supply chain.
PCI charges	Any charges, fines, penalties, levies, costs, recertification costs, expenses, assessments, contractual damages or imposition of liabilities of any nature arising as a direct result of your failure to comply with PCI DSS due to a breach , including any sums in relation to card reissuance or fraudulent transactions.



PCI DSS	Payment Card Industry Data Security Standard or any similar or successor standard or regime.	
Personal data	Any individually identifiable information about a data subject , including but not limited to such information protected by the Data Protection Act 2018 or the General Data Protection Regulation (EU) 2016/679, including any similar or successor legislation or regulation.	
Privacy forensic costs	The reasonable and necessary costs incurred by you with our prior written agreement for forensic services conducted by outside forensic experts to assist in the defence of a claim .	
Privacy investigation	Any official examination, official inquiry or official investigation based on the same circumstances as any breach or claim under What is covered , B. Claims and investigations against you , Privacy liability 1. a., b., or d., conducted by any regulator, government department or other legally empowered body within the applicable courts .	
Privacy investigation costs	The reasonable and necessary lawyers' and experts' fees and legal costs incurred with our prior written agreement in investigating, settling, defending, appealing or defending an appeal against a privacy investigation or an investigation for any actual or alleged breach of the Data Protection Act 2018 or General Data Protection Regulation (EU) 2016/679, including any similar or successor legislation or regulation.	
Property	Tangible property.	
Public relations costs	The reasonable costs incurred with our prior written agreement:	
	 for a public relations or crisis management consultant to assist you in re-establishing your business reputation and to respond to media reports, including the development and communication of a strategy to repair your reputation; 	
	 to issue statements via email or your website and social media accounts, including managing and monitoring your social media sites; and 	
	3. for any other reasonable and proportionate measures taken to protect or re-establish the reputation of your business .	
Regulatory award	Following a privacy investigation , any civil or regulatory sanctions, fines, penalties, disgorgement of profits, treble damages or multiple damages, including but not limited to those imposed by any national, federal, state or local governmental body or any licensing organisation, if insurable in the jurisdiction where such award was first ordered, but not including PCI charges .	
Securities	Negotiable and non-negotiable instruments or contracts, in physical or electronic form, which represent money or property .	
Security failure	Any failure by you or by others on your behalf (including but not limited to your sub-contractors and outsourcers) in securing your computer system against unauthorised electronic access or use.	
Social engineering communication	Any request directed to you or someone on your behalf by a person improperly seeking to obtain possession or the transfer to a third-party of money , securities or property that such person or third-party is not entitled to, where such person improperly:	
	 impersonates or claims to be another person who would be lawfully entitled to possession of or access to, or to authorise transactions in respect of, such money, securities or property had they made such a request; or 	
	 assumes the identity of another person who you or someone on your behalf reasonably believes exists and would be lawfully entitled to possession of or access to such money, securities or property had they existed and made such request. 	
Subsidiary	An entity domiciled in the United Kingdom of Great Britain and Northern Ireland, the Channel Islands, the Isle of Man or Gibraltar:	
	 that has been identified in the presentation of the risk for this policy and of which you own more than 50% of the book value of the assets or of the outstanding voting rights on the first day of the period of insurance; or 	
	2. which you acquire during the period of insurance :	
	a. where the turnover at the date of acquisition is less than 10% of your existing turnover;	



	b. where the acquired entity's business is the same as yours; and
	 which has not suffered any loss or been subject to any claim with a value greater than the excess, which would have been covered under this section of the policy.
Time excess	The period shown in the schedule as the time excess, being the period immediately following an interruption during which no cover is provided under What is covered , A. Your own losses , e. Business interruption losses, f. Reputation protection, Operational error or Dependent business interruption.
You/your	Also includes:
	 any person who was, is or during the period of insurance becomes your partner, director, trustee, in-house counsel or senior manager in actual control of your operations; and
	2. any subsidiary including any person who was, is or during the period of insurance

 any subsidiary including any person who was, is or during the period of insurance becomes a partner, director, trustee, in-house counsel or senior manager of any subsidiary in actual control of its operations.

What is covered

A. Your own losses		uring the period of insurance , and in the course of your business or advertising , you cover or reasonably suspect any:	
	1.	breach;	
	2.	security failure;	
	3.	illegal threat; or	
	4.	cyber attack against you;	
	we	will pay:	
Breach costs	a.	breach costs;	
Cyber ransom losses	b.	cyber ransom losses;	
Cyber attack losses	c.	additional business expenses, including but not limited to:	
		i. the increased cost of power;	
		ii. the increased cost of internet usage;	
		iii. the reasonable and necessary costs to restore your search engine rating; and	
		iv. the cost of any malicious pay-per-click clicks,	
		suffered or incurred by you as a direct result of a cyber attack;	
Data recovery costs	d.	data recovery costs;	
Business interruption losses	e.	your:	
		i. loss of income ;	
		ii. increased costs of working; and	
		iii. additional increased costs of working, where shown on the schedule;	
		resulting solely and directly from a partial or total interruption to your business commencing during the period of insurance and lasting longer than the time excess ;	
Reputation protection	f.	i. public relations costs ; and	
		ii. your loss of income and any increased costs of working resulting solely and directly from the damage to your reputation; and	
Key person cover	g.	the reasonable and necessary costs incurred by you with our prior written agreement to engage a consultant to:	
		i. undertake the day-to-day work of a senior manager or director to the extent that	



		such individual is unable to fulfil his or her usual responsibilities as a direct result of their time being diverted to the management of a covered breach , security failure , illegal threat or cyber attack ; or
		ii. manage your response to a covered breach , security failure , illegal threat or cyber attack , to enable a senior manager or director to fulfil his or her usual responsibilities.
Breach by suppliers		will indemnify you against any loss falling within the scope of What is covered , A. Your I losses , which arises as a result of any breach directly caused by a supplier of yours .
	The	following covers are also provided where shown in the schedule:
Operational error	insu	u suffer an interruption to your business , which commences during the period of irance and lasts longer than the time excess , and which is caused by a an operational ir, we will indemnify you against any:
	1.	loss of income ;
	2.	increased costs of working;
	3.	additional increased costs of working, where shown on the schedule;
	4.	data recovery costs; and
	5.	public relations costs;
	resu	Iting solely and directly from such operational error .
Dependent business interruption	lf yo insu	bu suffer an interruption to your business , which commences during the period of irrance and lasts longer than the time excess , and which is caused by a dependent iness suffering a security failure or cyber attack, we will indemnify you against any:
	1.	loss of income ;
	2.	increased costs of working;
	3.	additional increased costs of working, where shown on the schedule;
	4.	data recovery costs; and
	5.	public relations costs;
	this	Iting solely and directly from such security failure or cyber attack . For the purposes of cover, the dependent business shall be treated as 'you' for the purposes of the definition ecurity failure .
B. Claims and investigations against you		ring the period of insurance , and in the course of your business or advertising within geographical limits :
Privacy liability	1.	any party brings a claim against you for any actual or alleged:
		 breach, violation or infringement of any right to privacy, consumer data protection law, or other legal protection for personal data;
		b. breach of duty to maintain the security or confidentiality of personal data ;
		breach of any duty of confidence, including in respect of any commercial information; or
		 breach of any contractual duty to maintain the security or confidentiality of personal data, including under a payment card processing agreement with any bank or payment processor or under your public facing privacy policy;
Privacy investigations	2.	you are the subject of a privacy investigation;
GDPR investigations	3.	you are the subject of an official examination, official inquiry or official investigation based on any actual or suspected breach of the General Data Protection Regulation (EU) 2016/679, including any similar or successor legislation or regulation;
PCI liability	4.	any party brings a claim against you for any actual or alleged breach of PCI DSS ;
Online liability	5.	any party brings a claim against you for any actual or alleged:
		a. infringement of any intellectual property rights;



		b.	defamation, including but not limited to libel, slander, trade libel, product disparagement or malicious falsehood; or
		c.	breach of any licence;
			ch directly arises from the content of your email, business social media accounts, anet, extranet or website, including alterations or additions made by a hacker ; or
Network security and	6.	any	party brings a claim against you for any actual or alleged:
personal data events		a.	transmission of a virus ;
		b.	denial of service attack against a third party;
		C.	unauthorised acquisition, access, use, or disclosure of personal data or confidential corporate information that is held or transmitted in any form; or
		d.	prevention of authorised electronic access to any computer system , personal data or confidential corporate information;
	we	will pa	ay:
	a.	othe judg	amount agreed by you and us through good faith negotiation, mediation or some er form of alternative dispute resolution to settle the claim or the amount to satisfy a gment or arbitration award against you , including any judgment or award ordering to pay claimants' lawyers' fees and costs;
	b.	any	regulatory award;
	с.	PCI	charges;
	d.	priv	acy forensic costs and privacy investigation costs; and
	e.		ence costs, but we will not pay costs for any part of a claim, privacy investigation not covered by this section.
C. Financial crime and fraud			the period of insurance , and in the course of your business within the hical limits , you discover a loss directly from:
Electronic theft	1.		criminal taking or misappropriation by electronic means of money , securities , or perty belonging to you ;
Telephone toll fraud	2.	ope	unauthorised and criminal use by someone, other than you or an employee , rating outside of premises used for your business , of any telephone lines used by , including but not limited to fixed line, voice over internet protocol and mobile;
Social engineering	3.		transfer by you of your money , securities or property in direct response to a social ineering communication ;
Client social engineering loss	4.	to a	ent transferring money , securities or property , which you were entitled to receive, third-party in direct response to a social engineering communication purportedly t from your computer system as a direct result of a hacker .
		For	the purposes of this cover:
		a.	the client shall be treated as 'you' for the purposes of the definition of social engineering communication ; and
		b.	the definition of hacker does not include any of your employees , sub-contractors or outsourcers.
Fraudulent use of your electronic identity	5.		fraudulent or dishonest use of the electronic identity of your business , including but limited to:
		a.	the obtaining of credit in your name;
		b.	the electronic signing of any contract;
		C.	the creation or use of a website designed to copy or imitate that of your business; or
		d.	the use by a third-party of your digital or electronic identity;
	we	will pa	ay:



	a.	the value or amount of any taken or misappropriated money , securities or property or, in the case of telephone toll fraud, the cost to you of the fraudulent calls;
	b.	the reasonable and necessary costs incurred with our prior written agreement to extricate your business from any contract or arrangement entered into through such fraudulent or dishonest use of the electronic identity of your business ; and
	C.	public relations costs.
D. Property damage	equ aga	uring the period of insurance and in the course of your business , any insured ipment is rendered unusable as a direct result of a security failure , cyber attack inst you , hacker or transmission of a virus , we will cover the costs of repairing eplacing the unusable part.
E. Additional covers		following additional covers are provided up to the corresponding limit of indemnity wn on the schedule.
Repeat event mitigation		owing any payment under What is covered A. to C. above, we will pay the reasonable necessary costs and expenses incurred by you with our prior agreement to:
	1.	upgrade existing hardware or software forming part of your computer system; and
	2.	obtain risk management advice,
		ch is necessary to prevent or minimise the chance of a reoccurrence of the event that e rise to the payment under this section.
Directors' personal cover	lf:	
	1.	any insured person suffers a direct financial loss; or
	2.	a claim is brought against an insured person ;
	clai	neir personal capacity but which would have been covered under this section if the same m had been brought against you or if you had suffered the same loss, we will cover the ured person under this section as if they were you .
Court attendance compensation	in c stat	ny individual within the definition of you or any employee , has to attend court as a witness onnection with a claim against you covered under this section, we will pay you the amount ed in the schedule as compensation for each day or part of a day that their attendance is uired by us .
	requ	anda by us .
What is not covered	requ A.	We will not make any payment for any claim, loss or any other liability under this section directly or indirectly due to:
What is not covered Breach of professional duty		We will not make any payment for any claim, loss or any other liability under this section
	Α.	We will not make any payment for any claim, loss or any other liability under this section directly or indirectly due to: any claim under What is covered, B. Claims and investigations against you, 1. Privacy liability arising from the provision by you of any professional advice or services,
Breach of professional duty	A. 1.	 We will not make any payment for any claim, loss or any other liability under this section directly or indirectly due to: any claim under What is covered, B. Claims and investigations against you, 1. Privacy liability arising from the provision by you of any professional advice or services, other than where the claim arises out of the activities of a hacker. any failure or interruption of service provided by an internet service provider, telecommunications provider, utilities supplier or other infrastructure provider. However, this exclusion does not apply where you provide such services as
Breach of professional duty	A. 1. 2.	 We will not make any payment for any claim, loss or any other liability under this section directly or indirectly due to: any claim under What is covered, B. Claims and investigations against you, 1. Privacy liability arising from the provision by you of any professional advice or services, other than where the claim arises out of the activities of a hacker. any failure or interruption of service provided by an internet service provider, telecommunications provider, utilities supplier or other infrastructure provider. However, this exclusion does not apply where you provide such services as part of your business. any actual or alleged infringement, use or misappropriation of any intellectual property, including but not limited to patent, trade secret, copyright, trademark, trade dress, service mark, service name, title or slogan, or any publicity rights violations, cybersquatting violations, moral rights violations, or any act of passing-off. However, this exclusion
Breach of professional duty	A. 1. 2.	 We will not make any payment for any claim, loss or any other liability under this section directly or indirectly due to: any claim under What is covered, B. Claims and investigations against you, 1. Privacy liability arising from the provision by you of any professional advice or services, other than where the claim arises out of the activities of a hacker. any failure or interruption of service provided by an internet service provider, telecommunications provider, utilities supplier or other infrastructure provider. However, this exclusion does not apply where you provide such services as part of your business. any actual or alleged infringement, use or misappropriation of any intellectual property, including but not limited to patent, trade secret, copyright, trademark, trade dress, service mark, service name, title or slogan, or any publicity rights violations, cybersquatting violations, moral rights violations, or any act of passing-off. However, this exclusion does not apply to any otherwise covered claim:
Breach of professional duty	A. 1. 2.	 We will not make any payment for any claim, loss or any other liability under this section directly or indirectly due to: any claim under What is covered, B. Claims and investigations against you, 1. Privacy liability arising from the provision by you of any professional advice or services, other than where the claim arises out of the activities of a hacker. any failure or interruption of service provided by an internet service provider, telecommunications provider, utilities supplier or other infrastructure provider. However, this exclusion does not apply where you provide such services as part of your business. any actual or alleged infringement, use or misappropriation of any intellectual property, including but not limited to patent, trade secret, copyright, trademark, trade dress, service mark, service name, title or slogan, or any publicity rights violations, cybersquatting violations, moral rights violations, or any act of passing-off. However, this exclusion does not apply to any otherwise covered claim: a. arising directly due to a breach by a third party;
Breach of professional duty	A. 1. 2.	 We will not make any payment for any claim, loss or any other liability under this section directly or indirectly due to: any claim under What is covered, B. Claims and investigations against you, 1. Privacy liability arising from the provision by you of any professional advice or services, other than where the claim arises out of the activities of a hacker. any failure or interruption of service provided by an internet service provider, telecommunications provider, utilities supplier or other infrastructure provider. However, this exclusion does not apply where you provide such services as part of your business. any actual or alleged infringement, use or misappropriation of any intellectual property, including but not limited to patent, trade secret, copyright, trademark, trade dress, service mark, service name, title or slogan, or any publicity rights violations, cybersquatting violations, moral rights violations, or any act of passing-off. However, this exclusion does not apply to any otherwise covered claim: a. arising directly due to a breach by a third party; b. arising directly due to a security failure; or



tangible property		not apply to any:
		a. breach , which is itself caused by the loss or theft of data; or
		b. damage covered under What is covered, D. Property damage.
Bodily injury	6.	any death or bodily injury or disease suffered or alleged to be suffered by anyone. However, this exclusion does not apply to any part of a claim seeking damages for mental anguish or distress where such damages solely stem from a covered claim for defamation or breach of privacy.
System degradation	7.	any:
or performance		 degradation, deterioration or reduction in performance of your computer system caused gradually or as a result of the recommended use or your ordinary use of the system; or
		 loss of, reduction in or loss of use of bandwidth, unless caused by an identifiable malicious act;
		including where caused by increased use of the computer system or by steps taken by you to upgrade the system. However, this exclusion does not apply to any covered loss under What is covered , A. Your own losses , Operational failure.
Outdated systems	8.	the use by you of any software or systems that are unsupported by the developer.
Seizure and confiscation	9.	any confiscation, requisition, expropriation, appropriation, seizure or destruction of property by or under the order of any government or public or local authority, or any order by such authority to take down, deactivate or block access to your computer system .
Damage to property caused by terrorism	10.	damage to property caused by terrorism . This exclusion only applies to the cover under What is covered , D. Property damage .
War	11.	war.
Nuclear risks	12.	nuclear risks.
Insolvency	13.	your insolvency or the insolvency of your suppliers, sub-contractors and outsourcers.
Pre-existing problems	14.	anything likely to lead to a claim , loss or other liability under this section, which you knew or ought reasonably to have known about before we agreed to insure you .
Dishonest and criminal acts	15.	any:
		a. fraudulent, dishonest, malicious or criminal conduct intended to cause harm to another person or business, or any knowing or wilful violation of a law, whether committed by you or committed by another whose conduct or violation of the law you have ratified or actively condoned; or
		b. act you knew, or reasonably ought to have known at the time you performed it, would give rise to a claim, loss or any other liability under this section. This includes any statement you knew, or ought reasonably to have known, was defamatory at the time of publication.
		However, this exclusion will not apply unless:
		 such conduct, violation of the law or act has been established by a final adjudication in any judicial, administrative, or alternative dispute resolution proceeding;
		ii. such conduct, violation of the law or act has been established by your admission in a proceeding or otherwise; or
		iii. you or we discover evidence of such conduct, violation of the law or act;
		at which time you shall reimburse us for all payments made by us in connection with such conduct, violation of the law or act and all of our duties in respect of that claim , loss or other liability under this section shall cease.
Reckless conduct	16.	any conduct committed by you in reckless disregard of your or another person's or business' rights or your business interests.



		This exclusion does not apply to a covered claim for defamation. However, we will not in any event make any payment for any claim for defamation arising from any statement you knew, or ought reasonably to have known:
		a. was defamatory at the time of publication; and
		i. was untrue; or
		ii. could not reasonably be proved by you to be true.
Personal social media	17.	any post from a social media account that does not belong to your business.
Fraudulent use of your electronic identity	18.	the fraudulent or dishonest use of the electronic identity of your business . However, this exclusion does not apply to:
		a. any covered claim or loss under What is covered, C. Financial crime and fraud; or
		b. any claim under What is covered , B. Claims and investigations against you arising as a direct result of a hacker .
Natural perils	19.	fire, flood, storm, lightning, frost, explosion or extremes of weather or temperature. However, this exclusion does not apply to any claim , loss or any other liability arising directly from a breach , which is itself caused by such natural peril.
	В.	We will not make any payment for:
Claims brought by a related party	1.	any claim brought by any person or entity within the definition of you or any party with a financial, executive or managerial interest in you , including any parent company or any party in which you have a financial, executive or managerial interest.
		However, this exclusion does not apply to a claim based on a liability to an independent third-party directly arising out of your business .
Online liability claims by employees	2.	any claim under What is covered , B. Claims and investigations against you , 5. Online liability made by any person or entity that you currently employ or engage, or formerly employed or engaged, including but not limited to employees , sub-contractors and outsourcers.
Fines, penalties and sanctions	3.	criminal, civil or regulatory sanctions, fines, penalties, disgorgement of profits, punitive damages, exemplary damages, treble damages or multiple damages which you are legally obliged to pay, including but not limited to those imposed by any national or local governmental body or any licensing organisation.
		However, this exclusion does not apply to:
		a. PCI charges; or
		b. regulatory awards.
Claims outside the applicable courts	4.	any claim , privacy investigation or investigation brought or commenced outside the applicable courts .
		This applies to proceedings in the applicable courts to enforce, or which are based on, a judgment or award from outside the applicable courts .
Non-specific investigations	5.	any privacy investigation or investigation arising from any routine regulatory supervision, inquiry or compliance review, any internal investigation or any investigation into the activities of your industry which is not solely related to any actual or alleged breach, violation or infringement of any right to privacy, consumer data protection law, or other legal protection for personal data by you .
How much we will pay	unde	will pay up to the overall limit of indemnity shown in the schedule for the total of all claims er each section or sections within What is covered , including all costs and expenses, ess limited below or otherwise in the schedule.
	The	amount we pay for a particular type of claim or loss may be further limited in the schedule.



Excess	You must:
	1. pay the relevant excess shown in the schedule; and
	2. bear any loss or expense suffered during the time excess in respect of each covered:
	a. partial or total interruption to your business ;
	 b. loss under What is covered, A. Your own losses, Operational error, Dependent business interruption or Reputation protection f.ii.
	The excess shown in the schedule is not payable in respect of any loss in respect of which you have borne the time excess .
72-hour excess waiver	If you notify us within 72 hours of your first awareness of any actual or reasonably suspected breach , the excess will not apply against any losses suffered as a result of the breach . This waiver does not apply to any time excess .
Overheads and business expenses	Any amounts to be paid by us shall not include or be calculated based on any of your overhead expenses, your liability for debt, taxes, lost costs or profits, salaries or wages ordinarily incurred in the performance of your business , or any future cost of doing business, including but not limited to the cost of any future licence or royalty, or costs of improving your security or performing audits. However, this does not apply to any costs or expenses covered under What is covered , E. Additional covers , Repeat event mitigation or What is covered , A. Your own losses , c. Cyber attack losses.
Damage to your insured equipment	For physical damage to insured equipment covered under What is covered , D. Property damage , at our option we will cover the costs of repairing or replacing the unusable part, not including any data recovery costs .
Business interruption	Following a covered interruption, or a covered loss under What is covered, A. Your own losses, f. Reputation protection, Operational error or Dependent business interruption, we will pay the difference between your actual income during the indemnity period and the income it is estimated you would have earned during that period or, if this is your first trading year, the difference between your income during the indemnity period and during the period immediately prior to the interruption or loss, less any savings resulting from the reduced costs and expenses you pay out of your income during the indemnity period. We will also pay for increased costs of working.
Repeat event mitigation	The most we will pay under What is covered , E. Additional covers , Repeat event mitigation is 10% of the amount of the corresponding claim , loss or liability, or the amount shown on the schedule, whichever is lower.
	For the costs of upgrading software covered under What is covered , E. Additional covers , Repeat event mitigation, where any such upgrade requires the purchase of a software license, the most we will pay is the cost of a license for 12 months.
	Any amount we pay under What is covered , E. Additional covers , Repeat event mitigation, is included within and not in addition to the corresponding limit of indemnity for the event that gave rise to the payment of such mitigation costs.
Directors' personal cover	Any amount we pay under What is covered , E. Additional covers , Directors' personal cover, is included within and not in addition to the overall limit of indemnity for the section within What is covered under which the claim or loss would have been covered if it were brought against, or suffered by, you .
Non-sterling losses	All sums payable under this section of the policy will be paid in Pounds Sterling. Where any amount under this policy has been suffered or incurred in a different currency, we will calculate the amount of our payment by reference to the relevant exchange rate on the day the loss was suffered or the cost or expense incurred. For the purposes of calculating such amounts, where listed, we will use the exchange rate published in the Financial Times on the day the loss was suffered or the cost or expense incurred (or the next day on which the Financial Times is published if it is not published on the day in question).



Defence arrangements	We have the right, but not the obligation, to take control of and conduct in your name, the investigation, settlement or defence of any claim , privacy investigation , investigation or loss . If we think it necessary we will appoint an adjuster, solicitor or any other appropriate person to deal with the claim , privacy investigation , investigation or loss .
	Proceedings will only be defended if there is a reasonable prospect of success and taking into account the commercial considerations of the costs of defence.
	We will not pay any costs or expenses for any part of any claim, loss or any other liability not covered by this section.
Paying out the limit of indemnity	At any stage of a claim , loss or other liability under this section, we can pay you the applicable limit of indemnity or what remains after any earlier payment from that limit. We will pay covered costs and expenses already incurred at the date of our payment. We will then have no further liability for that claim , loss or liability, including any costs or expenses.

Your obligations

_		
If a problem arises	1.	We will not make any payment under this section unless you notify us promptly within the period of insurance, or at the latest within 14 days after it expires for any problem you first become aware of in the seven days before expiry, of your first awareness of:
		a. any claim, loss or other liability under this section; or
		b. anything which is likely to give rise to a claim , loss or other liability under this section.
		If we accept your notification we will regard such claim, loss or other liability as notified to this insurance.
Cyber extortion	2.	We will not make any payment under What is covered, A. Your own losses, b. Cyber ransom losses unless:
		a. the ransom was paid, or the goods or services were surrendered, under duress;
		 before agreeing to the payment of the ransom or the surrender of goods or services, you made all reasonable efforts to determine that the illegal threat was genuine and not a hoax;
		 an individual within the definition of you agreed to the payment of the ransom or the surrender of the goods or services;
		d. you inform, or allow us to inform, the appropriate law enforcement authorities where any illegal threat was made; and
		e. you keep us fully informed of all developments concerning any illegal threat or ransom demand.
Cyber attack losses	3.	If you suffer a loss under What is covered , A. Your own losses , c. Cyber attack losses, you must take all reasonable steps to negotiate with the supplier of any services to reduce or waive any charges relating to services that were not legitimately incurred for the purposes of your business . If you do not, we may reduce any payment we make under this section by an amount equal to the detriment we have suffered as a result.
Admissions and offers	4.	When dealing with any client or third-party, you must not admit that you are liable for what has happened or make any offer, deal or payment, unless you have our prior written agreement. If you do, we may reduce any payment we make under this section by an amount equal to the detriment we have suffered as a result.
Client social engineering	5.	If you suffer a loss under C. Financial crime and fraud , 4. Client social engineering loss, you must give us all assistance we reasonably require to pursue a recovery against your client, in your name but at our expense.