

ARTISAN[®]
UNDERWRITING



www.artisanuw.com.au



Part A – Company Information

1. Please provide responses to all of the fields:

Name of Company	
ABN	
Date of Incorporation	
Principal Address	
Website Address	

2. Please provide a description of business activities carried out by the Company:



Part B – Content Activities

1. What platforms do you publish on (Instagram, TikTok, YouTube, Twitch, Podcasts, Blogs, etc.)?

2. What type of content do you create (e.g. fashion, beauty, sport, lifestyle, business, podcasts, other)?

3. What subjects are covered (e.g. business advice, product reviews, personal opinions)?

4. Who is your intended audience (general public, children/teenagers, businesses, niche communities)?

5. Are there internal brand/content guidelines that dictate what is permissible?



Part C – Promotion & Endorsements

1. Do you promote or advertise specific products or services?

No ☐ Yes ☐ If Yes, Please specify:

2. Are you involved in political, medical, health, or financial promotion?

No ☐ Yes ☐ If Yes, Please specify:

3. Do you receive any sponsorships, affiliate fees, or commission-based payments linked to endorsements?

No ☐ Yes ☐ If Yes, Please specify:

4. Are there pre-approval workflows for sponsored/paid content?

No ☐ Yes ☐ If Yes, Please specify:



Part D – Content Control & Moderation

1. Is guest commentary allowed?

No ☐ Yes ☐ If 'YES' If so, how is it moderated?

2. Do you have an editorial review or approval process in place before publishing?

No ☐ Yes ☐

3. Do you allow livestreaming or live commentary?

No ☐ Yes ☐ If 'YES' If so, how is it moderated?

4. Do you allow user-generated content (UGC) (e.g. comments, forum posts)?

No ☐ Yes ☐ If 'YES' If yes,

a. Are there moderation policies and tools (AI/manual)?

No ☐ Yes ☐

b. Are takedown protocols in place following complaints?

No ☐ Yes ☐

5. Do you have internal escalation or takedown workflows in case of complaints (e.g. defamation)?

No ☐ Yes ☐ If 'YES' If so, how is it moderated?

6. Do you have policies and tools for moderating, reviewing, and taking down inappropriate/defamatory content?

7. Are content moderation policies documented and enforced internally?

No ☐ Yes ☐ If 'YES' If so, how is it moderated?



Part E – AI Generated Content

1. Are AI tools used to generate or edit text, images, audio, or video?

No ☐ Yes ☐ If 'YES' If so, how is it moderated?

2. What controls exist to prevent IP infringement or misinformation?

3. Do you use disclaimers or user agreements for AI-generated content?

No ☐ Yes ☐ If 'YES' If so, how is it moderated?

4. Are staff trained in appropriate use of AI and copyright compliance?

No ☐ Yes ☐ If 'YES' If so, how is it moderated?



Part F – Videography / Photography Activities

1. Does filming occur in a studio, controlled environment?

No ☐ Yes ☐ If 'NO', please provide full details:

2. Are third parties (models, performers, crowds) involved?

No ☐ Yes ☐ If 'YES', please provide full details:

3. Are you responsible for set design, installation, or supervision?

No ☐ Yes ☐ If 'YES', please provide full details:

4. Do you use subcontractors?

No ☐ Yes ☐ If 'YES', please provide full details:

a. Total \$ payments to sub contractors

\$

b. Do you obtain contracts/hold-harmless agreements?

No ☐ Yes ☐

5. Do you participate in high-risk environments (e.g. stunts, motorsports, live events)?

No ☐ Yes ☐ If YES, please provide full details:

6. Are participant waivers or releases obtained prior to filming?

No ☐ Yes ☐ If 'YES' If so, how is it moderated?



Part G – Podcasting

1. What topics are covered, and who is the intended audience?

2. Is guest commentary allowed?

No ☐ Yes ☐ If 'YES' If so, how is it moderated?

3. Is there an editorial review process prior to publishing episodes?

No ☐ Yes ☐ If 'YES' If so, how is it moderated?

4. Is live listener engagement permitted (e.g. call-ins, live chat)?

No ☐ Yes ☐ If 'YES' If so, how is it moderated?

5. What is the monetization model

a. Ad revenue No ☐ Yes ☐

b. Subscriptions No ☐ Yes ☐

c. Sponsorship No ☐ Yes ☐

d. Other (provide details below)

6. Do you cover high-risk topics, including the below;

a. Politics

b. Medical

c. Health

d. Financial/Investment

e. Religion

No ☐ Yes ☐ If yes, provide full details including audience, vetting controls, editorial review process.



Part H - Internal Policies

1. Do you have documented internal content policies? No ☐ Yes ☐

2. Are compliance or brand guideline checks carried out before publishing? No ☐ Yes ☐

3. Is moderation performed actively (AI tools/manual review)? No ☐ Yes ☐

4. Are there any partnerships with platforms/brands that influence content output? No ☐ Yes ☐

If no to any of the above, please provide full details:



Part I – Claims Declaration (PI & GL Combined)

1. After full inquiry, is the Insured aware of any fact, matter, circumstance or incident that may reasonably be expected to give rise to a claim against the Insured, its subsidiaries, predecessors in business, or any of its current or former partners, principals, directors or employees?

No ☐ Yes ☐ If 'YES' If so, how is it moderated?

2. Has there ever been, or is there now pending, any claim, demand, suit or proceeding against the Insured, its subsidiaries, predecessors in business, or any of its current or former partners, principals, directors or employees, whether insured or not, and whether successful or otherwise, relating to:

a. Professional Services – any actual or alleged breach of professional duty, service, or advice of the type to which this insurance relates; and/or

b. General Liability – any actual or alleged personal injury, property damage, advertising injury, or products liability claim of the type to which this insurance relates.

No ☐ Yes ☐ If yes, please provide details below

Date of Claim or Loss DD/MM/YYYY	Brief Details of Each Claim or Loss	Amount Paid	Estimated Outstanding
/ /		\$	\$
/ /		\$	\$
/ /		\$	\$

3. Is the Insured or any of its partners, principals, directors or employees aware of any actual or pending prosecution, regulatory or disciplinary action, investigation or inquiry under any statute, regulation, code, by-law, or professional standards regime?

No ☐ Yes ☐ If 'Yes', please provide details:

4. Has the Insured or any of its partners, principals, directors or employees ever been the subject of any disciplinary action, fine, penalty, adverse finding, or inquiry alleging professional misconduct, breach of regulation, or breach of professional standards?

No ☐ Yes ☐ If 'Yes', please provide details:

a. Has the Insured (including its subsidiaries, predecessors or related entities, or its current or former partners, principals or directors) ever had any insurer:

b. Decline a proposal;

c. Impose special terms;

d. Cancel, avoid or refuse to renew a Professional Indemnity or General Liability policy; or

e. Decline or limit indemnity under a policy?

No ☐ Yes ☐ If 'Yes', please provide details:



Part J – Declaration

Important: Signing this Declaration does not commit the proposed Insured or the Insurer to proceed with any insurance. Cover will only commence once the Insurer has confirmed acceptance and issued a policy.

By signing this Declaration, the Insured confirms that:

Accuracy of Information – They have checked the answers and information in this proposal form, and believe them to be true, accurate and complete. No important facts which could affect the Insurer's decision to offer terms have been left out, misstated or hidden.

Ongoing Duty – If anything changes between the date of this proposal and the date the insurance starts, they will tell Artisan Underwriting Pty Ltd (Artisan) straight away.

Notices Acknowledged – They have received, read and understood the Important Notice, Privacy Notice and Duty of Disclosure set out in this proposal.

Privacy Consent – They consent to Artisan collecting, using and sharing personal information as described in Artisan's Privacy Notice and in the policy. If they have given Artisan information about other people, they confirm they are authorized to do so and have provided consent on those people's behalf.

Authority of Signatory – The person signing below confirms that they are authorised to sign this Declaration on behalf of the Insured and, where applicable, its subsidiaries, previous businesses, partners, principals and directors. They confirm they have authority to make these declarations and acknowledgements and to accept quotation terms on behalf of the Insured.

Signed	
Name of Partner(s) or Director (s)	
On behalf of	
Date	/ /

