

GAMES-TECH

An insurance guide for the video games industry



UKIE INSURANCE GUIDE

Introduction

Finding comprehensive cost effective insurance cover is a challenge for companies and individuals working in the video games industry. This guide provides a summary of things to consider and how to get the best professional advice.

What's the most important cover to consider?

Errors & Omissions (Professional Indemnity)

What does it cover?

Legal liability for a financial loss (or alleged financial loss) arising from any error, act or omission made by you or on your behalf.

It also covers claimants and defence costs.

How can claims occur?

Claims can result from the following:-

- Disputes in specification versus the delivered product/service
- Breach of contract
- Unintentional breach of intellectual property
- Cyber & privacy (GDPR)
- System damage & system business interruption
- Defamation/libel & slander
- Content liability
- Project delays
- Loss caused by player replicating

elements of your game and causing injury

- Acts of freelancers & subcontractors
 - In game purchases
 - Reputation & brand protection
- And more...

Any tips on what to look out for?

All Errors & Omissions policies contain territorial and jurisdiction limits. Given the global nature of the video games industry it's important that the limits extend to worldwide.

Your policy needs to respond where your players/customers are.

Anything else...?

We often see requests, normally under US contracts, for companies to be named as an Additional Insured under your insurance policy and requests for waiver of subrogation rights. This is common in the US insurance market but not the UK. We can help and assist with ways round this to meet the expectations of the companies you are working with.

Also...

Watch out for financial penalties and guaranteed royalty payments under contract.

The team at GameS-Tech are happy to review and comment on insurance clauses within contracts.

Finally...

When to report a claim is really important and all policies will have claims conditions under them. As soon as you become aware of an issue contact us and we can help.



Are there any other areas of cover to consider?

Employers Liability

The only statutory cover you have to have once you have employees. This is Legal Liability cover for injury, death or disease sustained by an employee whilst working for your business.

Public & Products Liability

Another form of legal liability cover. This time protecting Third Parties from any Injury or Damage you might cause as a result of your business activities.

As per Errors & Omissions insurance the territorial and jurisdiction limits are important.

Management Liability (Directors & Officers)

Particularly important if you have outside investors and funding.

Your own personal assets (house, car, cash in the bank) are at risk and a directors liability is unlimited.

Claims can come from anywhere; customers, competitors, regulatory and trade bodies (like the ICO), the Health & Safety Executive etc...

The policy provide financial protection as a result of an allegation of a wrongful act. It will cover damages, judgements or settlements as

well as defence costs.

Keyperson

Is the success of your business dependent on one or two key individuals? What if something were to happen to them? This type of cover can help in the event of death or serious illness.

Credit

Do you extend credit to your customers? What if they fail to meet their obligations to you? How will the balance sheet of your company be affected? Insurance can take this risk away. Please talk to us to find out more.

Property & Assets / Business interruption

Covers loss or damage to your property and any resultant impact on your business.

Who are GameS-Tech?

GameS-Tech are a trading arm of S-Tech Insurance Services Ltd who are independent insurance brokers based in Cambridge since 1982.

The product was the brainchild of Kate Rhodes, one of our Account Executives, who has worked with technology companies for the last fifteen years. Kate loves the video games industry (probably from spending too many hours on her SEGA Mega Drive when younger).

Why use an independent insurance broker over a direct insurer?

We often get asked this and the answer is a no brainer:-

- An independent insurance broker works for you not for your insurer. This is especially important when it comes to claims.
- A direct insurer can only offer you their own products. An Independent Insurance Broker has access to a significant number of insurers meaning you end up with the best coverage available.
- Avoid the nightmare of drop down boxes where what you do doesn't quite fit and the general exclusions that will most likely take away most of the cover you are seeking.

How do I get a quote?

That's an easy one; contact us!

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S-Tech Insurance Services Ltd was founded in 1982 and has grown from humble beginnings to become part of one of the largest independent insurance brokers in the UK.

Based in Cambridge, our team, of more than seventy industry professionals, all work together to provide a full range of commercial insurance, credit insurance, personal insurance and financial services solutions to a wide customer base across the UK – many of them with worldwide operations.

Part of Alan Boswell Group of Companies we aim to be the natural choice for friendly, expert advice on insurance. Our customer service is personal and of a first class standard. Our work is both efficient and accurate, meaning that we get things right, saving you time and money from the start.

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