



Miscellaneous Professional Liability

COVERAGE HIGHLIGHTS

Why you need protection

Whatever your profession, or the size of your business, you're accountable for the quality of your work. Whether you're a consultant or a counselor, an event planner or an employment screener, a travel agent or a translator, your success depends on meeting your clients' expectations. You could easily be subject to allegations by unhappy clients who may feel they've been harmed by your actions or inactions. Or you could be sued by a third party that suffers as a result of the acts of your professional service. The defense costs alone could be financially devastating if you are not protected.

Consider the auctioneer sued for poor promotion when his client claimed inadequate advertising caused the auction to be much less profitable than anticipated. Or the advertising agency sued for copyright infringement by a musician who alleged the music they used in a commercial was his and not that of the freelance musician the agency hired.¹

Every day you expose yourself to potential liability just by doing business. That is why Travelers Miscellaneous Professional Liability (MPL) errors and omissions coverage is so critical. But aside from these potential exposures, you may be losing out on new business by not having this coverage as it is required in many contracts. That's why Travelers MPL can be both cost effective and help ensure clients will be comfortable working with you.

Coverage highlights

A MPL policy helps protect business professionals who face allegations of wrongful acts, such as negligence, misstatements, misleading statements, errors or omissions in service or failure to provide service. In today's litigious environment even the most frivolous of claims can be financially devastating for uninsured professionals. MPL insurance provides coverage for economic damages that are typically not included in a general liability policy including a variety of errors and omissions exposures and coverage for negligence in the performance of services where a reasonable standard of care is expected.

As part of the coverage, Travelers offers various risk management resources including a risk management helpline that provides up to one hour of consultative services through a premier professional liability defense law firm.² This helpline has been structured to provide confidential, knowledgeable, expert resources on a wide range of risk management topics, including:

- Risk management system and procedures
- Ethics and professionalism
- Malpractice avoidance
- Client relationships and conflicts
- Firm management, policies and procedures

Access to *Risk Management Plus+ Online*[®], an online resource that provides a useful set of tools to help protect your organization is also included at no additional cost. To learn more visit rplusonline.com.

¹Coverage in these examples is extended only for certain classes of business and may not be available in every instance.

²Assistance provided through the risk management helpline is not intended to replace your firm's need to hire counsel to assist in making risk management decisions.

Claim scenarios

A women's clothing store hired a marketing consultant to assist in creating a new website and advertising to be completed by a particular date for its upcoming annual sale. The marketing consultant completed the materials on time but failed to send out, in a timely fashion, the email announcing the new website and the sale. The owner of the clothing store sent the consultant a demand letter for lost business due to negligence. This cost \$95,000, including defense and settlement costs.

A mailing services business hired a vendor to put together mailings and postage for five of its clients. They were then notified by the Department of Justice (DOJ) they had been victim of mail fraud by the vendor who had taken the fees, failed to send out the mailings and falsified documentation. The losses exceeded \$475,000.

Why Travelers

- We've provided effective insurance solutions for more than 160 years and address the needs of a wide range of industries.
- We consistently receive high marks from independent ratings agencies for our financial strength and claims-paying ability.
- With offices nationwide, we possess national strength and local presence.
- Our dedicated underwriters and claim professionals offer extensive industry and product knowledge.

Travelers knows Miscellaneous Professional Liability Coverage.

To learn more, talk to your independent agent or visit travelers.com.



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