

INTERNET LIABILITY INSURANCE

for Tech/IT Companies

What is Internet Liability Insurance?

Cyberspace Internet Liability addresses the first- and third-party risks associated with e-business, the Internet, networks and informational assets. Cyberspace Internet Liability Insurance coverage offers cutting edge protection for exposures arising out of Internet communications.

When do I need Internet Liability Insurance?

Anyone with a Web site now has the legal liabilities of a publisher. The Internet-that technological wonder of worldwide communication - has spun a whole new "web" of liability exposures. Creating a Web site is simple. The exposures that come with it are not. Privately owned companies that venture onto the World Wide Web face liability exposures that are emerging, evolving, and complex.

Commercial companies that disseminate information to the public via Web sites face the same legal exposures as publishers, yet most have little or no concept of their resulting legal responsibilities. Moreover, new legislation continues to create potential liabilities, particularly in the areas of user privacy and domain name infringement.

Businesses involved in setting up websites as well as anyone who disseminates information to the public, need to consider new risk scenarios such as:

- Infringement of intellectual property rights
- Breach of confidence or infringement of privacy
- Misuse of any information which is either confidential or subject to statutory restrictions of use
- Defamation
- Inadvertent transmission of a virus

Why do I need Internet Liability Insurance?

Traditional liability products do not address Internet exposures and the risks involved in Internet business have blossomed with the Net itself. That is why you need Cyber Internet Liability Insurance from InsureCast.

By disseminating information to the public via a website, commercial businesses now have some of the same exposures as publishers. These include conventional publishing exposures such as copyright infringement, defamation and invasion of privacy, as well as emerging exposures related to operating on the Web.

A Web site is a lawsuit waiting to happen

Attorneys who make their living defending Internet suits charge outrageously. Most suits involve intellectual property law. Many companies are unaware of the problem and are unprepared to cope with it.

Clearly, the Internet has become an essential operational feature of trade, despite the slump in Web-based commerce and the dot-com decline. Only a few years ago only 12 million persons were accessing the Internet but now this number is over 60 million and growing at geometrical rates. Many companies are establishing websites and communicate with others by means of e-mail, chat lines and bulletin boards. Some companies have started to promote and market products and services on the Internet. Liability rules that applied to advertising injury, libel, slander, infringement of copyright and trade marks will have to be reformed to comply with changing conditions of online communication.

What complicates matters is that the Internet is producing many exposures of unknown quantity, causing insurers frequently to introduce exclusions until they can get a better handle on what these exposures may produce.

Currently looming as a future battleground with insurance implications will be the question of who rightfully owns a particular domain name for a Web site. It is not unusual for one business to encounter another business with a domain name or a Website address similar enough to cause one or both of the parties to file suit.

Somehow, many people got the idea that if it was online, it was free for the taking, and that copyright laws do not apply. This is absolutely not true. If it's online, the same kinds of laws apply as in the real world. Copyright law is actually one of the easiest and most straightforward areas of cyberspace law. You should not steal someone else's copyrighted material. Even if there is no copyright statement, you can still assume that the material is copyrighted and can't be distributed without the author's or copyright holder's explicit consent.



Providing Business Insurance Since 1895

InsureCast is a division of Gaston & Associates, Inc., a NY based insurance agency tracing its roots through 4 generations of family, and incorporated in 1895.

InsureCast's marketing territory is national in scope, and we hold property-casualty and life-health licenses in all U.S. states & DC — except Alaska, Hawaii, Iowa, North Dakota, Oklahoma, and West Virginia.

Our customers range from start-ups to public companies. We serve about four thousand clients nationally and throughout the world. We specialize in providing personal and commercial lines of property and casualty insurance, group health coverage, and individual life insurance.

InsureCast has become a world leader in technology insurance and professional liability insurance products for Information and Network Technology companies by proactively anticipating changing client needs in order to offer the most up-to-date solution.

Mission Statement

The mission of Gaston & Associates is to provide professional insurance services to the clients we represent.

- ✓ We strive to develop a customer base that will appreciate our service orientation and value added approach.
- ✓ We provide our clients with competitive, high quality insurance oriented products.
- ✓ We endeavor to maintain long-term customer relationships that are based on coverage and service.
- ✓ We embrace automation as a means to enhance service and improve communication.

To accomplish these goals, we establish departments, standards, workflows and procedures that enable us to provide a consistently high level of service to our customers. We staff each department with competent, ethical, individuals who are dedicated to continuing education and professional development.

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