



Reputation and Media Threats

Reputation Safeguard



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PR=EMPT

PR=EMPT is a specialist insurance solution that protects individuals and organisations against the impact of subjective negative media coverage and threats. It provides 24/7 access to specialist crisis communications experts & security consultancy when you need it most.

Designed specifically for the unique challenges posed by the modern media landscape, it recognises that one negative story can ruin livelihoods: Protect the reputation you've spent a career building.

INSURED EVENTS

Reputation and media risks

Damaging Media Exposure, Defamatory Allegation, Digital Misinformation.

Coercion and threats

Blackmail, Bribery Demand, Extortion, Malicious Threat.

Information and security risks

Proprietary Information Theft, Social Engineering, Unauthorised Disclosure.

Targeted harassment

Malicious Framing, Malicious Private Investigation, Stalking.

PROVIDES COVER FOR

- Covers fees and expenses of crisis response and communications consultants.
- 24/7 operations centre to triage your call and connect you with the right expert.
- Immediate support to assess an incident, understand its impact on you, and plan a response.
- Online media monitoring to detect and track activities related to an insured event.
- Expert guidance and connections with media stakeholders to develop and execute a crisis communications strategy.
- Support to address physical threats, including provision of security reviews and law enforcement liaison.
- Risk management bursaries and media training available.

KEY BENEFITS

-  Instant access to support from world-class partners, including Borkowski PR and Merrill Herzog.
-  Covers both reputational and physical perils, reflecting how verbal attacks can escalate into physical threats. Encourages early intervention.
-  Trigger the policy on suspicion, allegation or imminence of an insured event.
-  Helps mitigate reputational damage and associated financial losses.

Samphire Risk brings together experience and expertise to help you understand what is needed to protect your business, your people, your reputation and your balance sheet from malicious or hostile risks. To find out more, get in touch at underwriting@samphirerisk.com.

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