The Southern Agency
Insurance & Bonds

SURVEYS, FOCUS GROUPS AND INCENTIVE FUNDS

A survey breach can expose respondents.

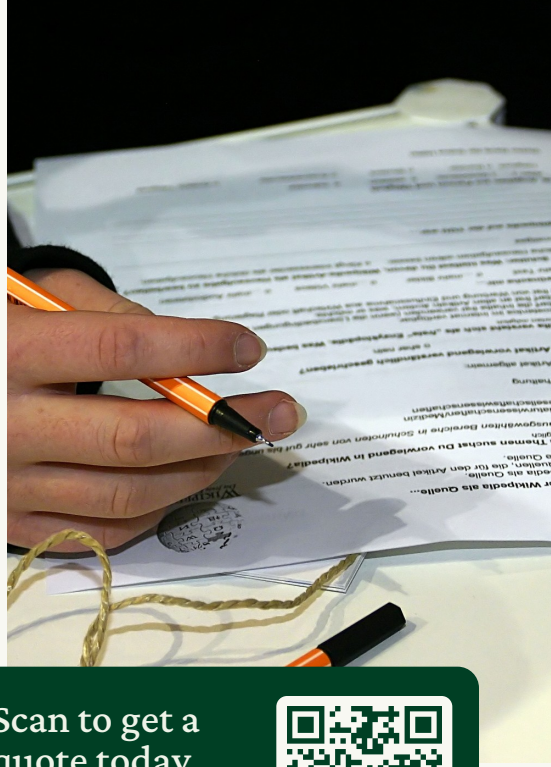
You collect survey responses and conduct focus groups that guide client decisions. Respondent privacy, accepted research methods and insured incentive funds need distinct terms alongside participant-premises injury.

RISKS WORTH DISCUSSING

01 **Sensitive respondent-data breaches**

02 **Alleged research-method or analysis errors**

03 **Participant injuries at focus-group sites**



Scan to get a quote today

Or call
800-777-1872

MARKETING RESEARCH AND PUBLIC OPINION POLLING INSURANCE

Coverage worth discussing

Cyber liability
Covered respondent-data breach response and privacy claims.

Professional liability
Covered claims alleging accepted research-method errors.

General liability
Covered participant injury at accepted research premises.

Crime insurance
Defined theft involving expressly insured incentive funds.

Coverage is subject to policy terms and exclusions.

Why The Southern Agency

01 **Listen**
We review your operations, coverage and past claims.

02 **Assess**
We look at hazards and ways to reduce risk.

03 **Build**
We compare carriers, premiums and audit terms.

04 **Support**
We revisit coverage as your work changes.

SCAN TO
Read the full guide

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TheSouthernAgency.com