

Social Network Sites: Where Having “Friends” can be a Liability

What kind of trouble is growing on the “walls” of your employees’ favorite social network websites? To find out, download your free copy of Advisen’s latest briefing, sponsored by Swett & Crawford.

Millions of people across the world now participate on social network websites such as Facebook, LinkedIn and Twitter. Businesses have discovered that social network sites offer new channels to reach customers and prospects, and can be sources of valuable information for evaluating job candidates. But social network sites also can be liability minefields, exposing companies to risks as diverse as copyright infringement, consumer fraud and discrimination. Employers also can be held liable for the unsupervised activities of their employees on these popular sites.

Online Social Networking: A Brave New World of Liability, a new Advisen briefing brought to you by Swett & Crawford, examines the rapidly expanding social networking liability exposures faced by all companies, even those that do not own or participate on social network websites. Conventional loss control and risk management processes are maddeningly ineffective in the unconstrained virtual world of online social networks, making innovative new strategies essential for keeping a lid on potential liabilities. In addition to valuable insights into exposures, this report presents practical steps for avoiding trouble and explains the coverages available for insuring the risk.

Who Should Read This Briefing?

This paper raises awareness of the unexpected ways companies can stumble into trouble on social network websites, and suggests practical loss control steps to avoid problems. It also discusses the insurance coverages that address the exposures. All insurance buyers and risk managers, as well as brokers marketing cyberliability products, will find this paper relevant. Our view is that in this Internet age, it is hard to imagine any business that shouldn't be on top of this topic.

Read the free Advisen briefing courtesy of Swett & Crawford via this link:
http://corner.advisen.com/social_networking_blurb.html.

This is the second of a three part cyberliability series brought to you by Swett & Crawford. The first report, *Intellectual Property and the Internet: Copyright Infringement Liability in the Digital Era*, can be downloaded at no charge at http://corner.advisen.com/swett_copyright_blurb.html.

Catch the Webinar!

Watch for the Cyber Webinar to be held on these topics, too. We'll announce the event on Advisen's Front Page News daily e-mail.

Advisen & Cyber-Technology?

Advisen offers a wealth of data for brokers & underwriters which includes:

Cyber policy forms online so that you can compare provisions and wording across forms

Cyber large losses and event examples so you can see the pain other companies have experienced

Cyber benchmarking to track premiums, limits and retentions

Contact your Advisen rep at support@advisen.com for more details.

Swett & Cyberliability

For more information about cyberliability insurance products, visit the Swett & Crawford Professional Services Group website at

<http://www.swett.com/main.php?page=PracticeGroupView&practiceGroupId=2>.

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