SaaS BUSINESS INSURANCE BUYING WORKSHEET

Fill this out before or while requesting quotes. Give every insurer the same description of your product, subscriber base and data handling so you can compare policies fairly.

1 Identify Risks | 2 Match Coverage | 3 Check Requirements | 4 Compare Fit | 5 Review Quotes

1. IDENTIFY THE RISKS IN YOUR SaaS BUSINESS

Record the product you operate, the subscriber data you process, and how your platform and team are structured.

TIP: Include all product tiers and add-on services. An insurer may price an enterprise platform with custom integrations differently from a self-serve product.

Business name:	**State(s) where you operate:**	**Annual recurring revenue (ARR):**
Primary product or platform:	**Years in business:**	**Annual payroll:**
Employees (including contractors):	**Subcontractor or vendor costs:**	**Claims in past 5 years:**

What Your Product Does

- ☐ Business process automation
- ☐ Data analytics or reporting
- ☐ Communication or collaboration
- ☐ Customer relationship management
- ☐ Payment processing or fintech
- ☐ Healthcare or health data platform
- ☐ Marketing or advertising technology
- ☐ Developer tools or infrastructure
- ☐ E-commerce or marketplace platform

How Your Business Operates

- ☐ Offer self-serve subscription plans
- ☐ Sell enterprise contracts with SLAs
- ☐ Process or store PII for subscribers
- ☐ Handle PHI subject to HIPAA
- ☐ Process payment card or financial data
- ☐ Integrate with third-party APIs or platforms
- ☐ Use subprocessors for data handling
- ☐ Employ remote or distributed teams
- ☐ Maintain SOC 2 or ISO 27001 compliance

Compare Two Customer Segments

SEGMENT	SCOPE AND VALUE	SUBSCRIBER DATA HANDLED	VENDOR DEPENDENCIES	WHAT COULD DISRUP
Self-serve				
Enterprise				

Anything an insurer should know about your product or platform:

2. MATCH YOUR BUSINESS RISKS TO COVERAGE

Check each trigger that describes your business, then record what the insurer needs to confirm.

APPLIES?	BUSINESS TRIGGER	COVERAGE TO ASK ABOUT	DETAILS TO CONFIRM
☐	Your platform delivers functionality subscribers depend on for their operations or revenue.	**Technology E&O / product liability**	Covered products, SLA failure claims and third-party damages
☐	Your systems process or store subscriber PII, PHI, payment data or proprietary business data.	**Cyber insurance**	Data types covered, breach response, regulatory fines and ransomware
☐	A software defect, outage or data loss could cause financial harm to subscribers or their customers.	**Professional liability (E&O)**	Covered services, retroactive date and contract dispute defense
☐	Visitors, vendors or clients come to your office for meetings.	**General liability**	Covered premises, limits and exclusions
☐	You hire employees, contractors or freelance engineers.	**Workers' compensation**	Payroll, job classifications and state rules
☐	You lease or own office space with equipment, servers or networking hardware on-site.	**Commercial property**	Covered equipment, replacement cost and business interruption
☐	An enterprise contract or partnership agreement requires limits above your base policies.	**Commercial umbrella**	Underlying policies and added limit
☐	You want to combine general liability with office property protection in one policy.	**Business owner's policy**	Included coverages, sublimits and endorsements
☐	Your platform's code could infringe a third party's patent, copyright or trade secret.	**IP infringement liability**	Covered IP claims, defense costs and settlement coverage
☐	You or your firm could face allegations of employee theft, fraud or funds misappropriation.	**Fidelity bond / crime insurance**	Covered persons, acts, limits and exclusions

KEEP IN MIND: A trigger tells you when to ask about coverage. It does not guarantee that every loss will be paid. Confirm the policy's limits, deductible and exclusions.

My Coverage Questions:

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3. CHECK CONTRACT AND COMPLIANCE REQUIREMENTS

Use the insurance sections of your enterprise contracts, DPAs and compliance frameworks.

Documents to Gather

- [ ] Enterprise subscription agreements
- [ ] Data processing agreements (DPAs)
- [ ] Existing certificates & endorsements
- [ ] Subprocessor and vendor agreements
- [ ] SOC 2 / ISO 27001 audit reports
- [ ] Office lease agreement

Contract and Compliance Requirements

REQUIREMENT	REQUIRED AMOUNT OR WORDING	WHO REQUIRES IT?	DEADLINE
Technology E&O / product liability limit			
Cyber insurance minimum			
Professional liability (E&O) limit			
General liability limit			
Workers compensation proof			
Additional insured endorsement			
Waiver of subrogation			
DPA or compliance-related coverage			
Certificate of insurance (COI)			

Details That Affect Your Limits and Quote

Annual recurring revenue (ARR):	**Total subscriber records processed:**
Largest enterprise contract value:	**Number of subprocessors or vendors:**
Annual payroll:	**Deductible you can pay:**

Verification Checklist

- [ ] Insurer reviewed enterprise contract and DPA terms
- [ ] SLA and uptime failure liability confirmed as covered
- [ ] Subprocessor and vendor chain exposure reviewed
- [ ] Named insured matches legal business name
- [ ] COI matches policy after all changes
- [ ] Policy starts before active contract renewals

DO NOT STOP AT THE CONTRACT MINIMUM: Your enterprise client's requirements protect them. Check whether your own platform uptime obligations, subprocessor chain, subscriber data volume and IP exposure also have the protection your business needs.

4. CHOOSE AN INSURER THAT COVERS YOUR BUSINESS

Confirm that each insurer accepts SaaS businesses and the contract terms and data types you operate under.

Provider Eligibility and Fit

QUESTION	RESPONSE (A / B / C)	NOTES
Does the insurer specifically cover SaaS and cloud-based technology businesses?		
Will it cover both self-serve subscriptions and enterprise contracts with SLAs under one policy?		
Does the policy cover claims arising from platform outages, data loss or SLA failures?		
How does it treat liability from defects in third-party code, APIs or subprocessor failures?		
Can it provide cyber limits adequate for the volume of PII, PHI or payment data you process?		
Does it include IP infringement defense for patent, copyright or trade secret claims?		
Can you get a revised COI quickly enough to meet an enterprise client's procurement deadline?		
Does the policy cover regulatory defense for GDPR, CCPA, HIPAA or PCI investigations?		
Who manages the claim if a platform outage causes cascading losses across multiple subscribers?		

Rank Your Priorities - Choose Your Top Four

- ☐ Technology E&O for platform failures
- ☐ IP infringement defense
- ☐ SLA and uptime failure coverage
- ☐ Subprocessor and vendor chain coverage
- ☐ Cyber coverage for subscriber data at scale
- ☐ Fast COIs for enterprise procurement
- ☐ Regulatory defense (GDPR, CCPA, HIPAA, PCI)
- ☐ Bundling options across coverage types

My Must-Have Provider Features:

5. COMPARE QUOTES AND POLICY TERMS BEFORE BUYING

Compare quotes built from the same ARR, subscriber count, data types and requested limits.

Side-by-Side Quote Comparison

COMPARISON POINT	QUOTE A	QUOTE B	QUOTE C
Provider / underwriting insurer			
Monthly and annual premium			
Technology E&O / product liability limit			
Cyber insurance limit and sublimits			
Professional liability (E&O) limit/deductible			
Retroactive date and prior acts coverage			
General liability limit/deductible			
Workers' comp payroll and classifications			
IP infringement defense coverage			
SLA and uptime failure coverage terms			
Subprocessor and vendor chain liability			
Regulatory defense scope (GDPR, CCPA, etc.)			
Major excluded products or data types			
COI and endorsement process			
Claims contact and reporting method			

Final Policy Verification

- ☐ All products and data types described correctly
- ☐ ARR and subscriber count match quote assumptions
- ☐ SLA failure and platform outage claims confirmed
- ☐ Enterprise contract endorsement requirements included
- ☐ You understand audit and cancellation terms
- ☐ You know insurer and how to report a claim

Final Selection

Chosen provider:	Why this provider fits:	Policy #:	Next review:

REVIEW YOUR COVERAGE WHEN: You launch a new product tier, sign enterprise contracts with higher SLA commitments, begin processing PHI or payment card data, add subprocessors, substantially grow ARR or subscriber count, or expand into new regulatory jurisdictions.