



Ascot Guard

Private Client

Crisis Protection for
People, Assets and Reputation

Ascot Guard provides a clear, people focused solution, combining broad, affirmative coverage with specialist crisis management expertise - supporting insureds not just financially, but operationally and reputationally, when it matters most.



Why Ascot Guard?

Security risks affecting high-net-worth and high-profile individuals and their families, remain persistent, complex and increasingly dynamic. Physical security concerns have intensified as threat actors are able to exploit the growing volume of information available through social media, digital platforms and other public sources. Details relating to an individual's wealth, lifestyle, location and daily movements can now be more easily identified, aggregated and misused, increasing vulnerability to targeted criminal activity, harassment, extortion and security-related threats.

Ascot Guard for **Private Clients** is designed to address these exposures by providing individuals and their families with immediate access to specialist crisis response and security support. The product is intended to help clients manage rapidly evolving threats, mitigate potential harm and access expert guidance at the earliest stage of an incident.



What the coverage provides?

Ascot Guard for Private Clients delivers comprehensive support and provides coverage for:

- Virtual Kidnap
- Express Kidnap
- Hostage events
- Cyberbullying*
- Cyber Extortion*
- Kidnap
- Hijack
- Extortion
- Detention
- Disappearance
- Threats
- Emergency political repatriation
- Assaults
- Stalking

The coverage also provides unlimited, non-urgent, ongoing pre-travel and security safety advice from our crisis response consultants, allowing you to make informed decisions about the safety of your travel or other concerns.

*Cyber extortion and Cyberbullying available on application.

Integrated crisis support

As part of Ascot Guard for private clients from day one you will have access to leading crisis response consultants and, should you need to activate your policy, guaranteed **emergency support 24/7**, offering you the very best support and experience throughout the duration of a crisis event.

Services that can be provided include but are not limited to:

-  Pre-travel advisory support
-  Incident assessment and strategic planning
-  The deployment of a response team
-  Family liaison and support
-  Internal and external communications support
-  Legal advice
-  Post incident trauma support
-  Additional specialist security services

The risk landscape

Threat actors will continue to be more innovative in how they target individuals to exploit them for financial gain. Economic challenges, sophisticated organised crime networks, social media information and a dynamic risk landscape are just some of the factors that people cannot generally avoid, but make these risks a major concern.

Ascot Guard for Private Clients is designed to help protect what matters most. It gives you and your family access to expert security and crisis response support, wherever you are in the world, helping you plan ahead, respond quickly, and act with confidence if the unexpected happens. With immediate access to specialist advice and assistance, Ascot Guard for private clients provides reassurance when it matters most.

Target clients

-  High-net worth individuals and families
-  Senior Executives
-  High-profile persons and their families



Contacts

Jonathan Gregory

Executive Underwriter

E: jonathan.gregory@ascotgroup.com

T: +44 7583 046580

Andrew Taylor-Preston

Head of Crisis Management Advisory

E: andrew.taylorpreston@ascotgroup.com

T: +44 7918 989237

Katie McCole

Lead Underwriter

E: katie.mccole@ascotgroup.com

T: +44 7933 375224

William Nokes

Underwriting Assistant

E: william.nokes@ascotgroup.com

T: +44 7566 233003