

Product name	Target market	Customer needs and objectives	Non-target market	Recommended distribution strategy
What is the name of the product?	Who is this product designed for?	What is the client need that is met by this product?	Who is this product not designed to support?	How is this product sold?
606	606 insurance is a retail product designed for UK consumers who require higher levels of cover to protect the buildings and contents of their home, their personal belongings within and when taken away from the home, such as electrical equipment (including gadgets), art and jewellery. They also need protection for the liability risks that they face as individuals and as owners/occupiers of properties.	Customers require cover that reflects the higher-values of property and possessions they own	This product is not designed to support consumers who have lower levels of personal wealth in property and possessions or those who live outside of the UK.	This product may be sold on an advised or non-advised basis. It is suitable to be sold face-to-face, through telephony sales or via a quote-and-buy website.
Advertising agents indemnity	Advertising agents indemnity insurance is a commercial product designed for advertising agents who are involved in the production of an advert.	Customers require insurance as part of the APA/IPA agreement involved in the production of an advertisement.	The product is not designed to support customers who are not within the definition of the target market. It is also unsuitable to be marketed directly to the customer given the sale via a broker.	This product may be sold on an advised or non-advised basis. It is suitable to be sold face-to-face, through telephony sales or via a quote-and-buy website.
Buildings	Buildings insurance is a commercial product designed for customers who own the building from which they trade.	Customers require cover in the event of damage to the building (such as a fire or flood). The customer may not be in a position financially to replace all the lost or damaged property and might not be able to trade.	This product is not designed to support customers who do not own the building or property from which they trade.	This product may be sold on an advised or non-advised basis. It is suitable to be sold face-to-face, through telephony sales or via a quote and buy website.
Business interruption	Business interruption insurance is a commercial product designed for UK-based SMEs and mid-market companies.	Customers require cover in the event that they are unable to carry out some or all of their business activities due to an unforeseen interruption which results in financial loss.	The product is not designed to support customers who are not within the definition of the target market.	This product may be sold on an advised or non-advised basis. It is suitable to be sold face-to-face, through telephony sales or via a quote-and-buy website.
Commercial film producers	Commercial film producers insurance is a commercial product designed for producers of commercial films.	Customers require cover in the event that a variety of events occur that could hamper production of the work including illness or death to the cast, loss or damage of media, damage loss or theft of property or a host of liabilities.	The product is not designed to support customers who are not within the definition of the target market.	This product may be sold on an advised or non-advised basis. It is suitable to be sold face-to-face, through telephony sales. This product is not suitable to be sold via a quote-and-buy website.
Commercial producers indemnity	Commercial producers indemnity insurance is a commercial product designed for businesses working in the media and creative sectors.	Customers require insurance to protect the liabilities when filming including damage to equipment, non-appearance or intellectual property infringement	The product is not designed to support customers who are outside of the media and creative sectors working in commercial film production.	This product may be sold on an advised or non-advised basis. It is suitable to be sold face-to-face, through telephony sales or via a quote-and-buy website.
Commercial property owners (CPO)	Commercial property owners insurance is a commercial product designed for clients with medium to large portfolios of mainly commercial property in the UK.	The customer has a need to insure their portfolio of properties on an all-risks basis as part of a single policy that includes buildings and engineer breakdown cover and can also encompass contents, loss of rent, legal expenses, property owners liability and terrorism. In addition, customers may also purchase EL, D&O and cyber insurance.	This product is not designed to support customers who are not renting or leasing single or portfolios of property.	The product is only available via a select panel of brokers.
Commercial travel	Commercial travel insurance is a commercial product designed for UK registered companies, charities, clubs, non-profits or associations, public or privately owned.	Customers require cover for unexpected events that could happen before or during any travel employees or directors are undertaking in the course of their duties. This includes cancelling or curtailing a business trip or a medical emergency.	The product is not designed to support customers who are not within the definition of the target market.	This product may be sold on an advised or non-advised basis. It is suitable to be sold face-to-face, through telephony sales or via a quote-and-buy website.
Contents	Contents insurance is a commercial product designed for UK-based businesses with large amounts of contents on which they may be reliant to trade.	Customers require cover in the event that their contents, such as a key computer system, is damaged and this impacts their ability to trade.	This product is not designed to support customers who are not running a commercial enterprise, those who are not based in the UK or those who do not hold volumes of contents on which they are reliant to trade.	This product may be sold on an advised or non-advised basis. It is suitable to be sold face-to-face, through telephony sales or via a quote-and-buy website.
Contract works	Contract works insurance is a commercial product designed for UK-based businesses engaged in contract works to buildings they own or are legally responsible for.	Customers require cover to protect them when work is in progress for which they are legally responsible under contract, including materials required for the works and temporary structures, suffers loss or damage at a contract location. We will pay for damage occurring during the period of insurance, up to the amounts shown in the policy schedule.	The product is not designed to support customers who are not within the definition of the target market.	This product may be sold on an advised or non-advised basis. It is suitable to be sold face-to-face, through telephony sales or via a quote-and-buy website.

Corporate legal liability	Corporate legal liability insurance is a commercial product designed for UK registered companies, public or privately owned.	Customers require cover in the event that directors of an organisation, as well as the organisation itself, face allegations of failing to manage the affairs of the business correctly. Appropriate financial protection for this risk is required as well as access to expert advice and legal support if an allegation is made.	This product is not designed to support customers who are not running a commercial enterprise or those who are not based in the UK.	This product may be sold on an advised or non-advised basis. It is suitable to be sold face-to-face, through telephony sales or via a quote-and-buy website.
Crime	Crime insurance is a commercial product designed for UK-based businesses.	Customers require cover to protect them in the event of fraud or other criminal activity that threatens their financial position, reputation and internal processes.	The product is not designed to support customers who are not within the definition of the target market. It is also unsuitable to be marketed directly to the customer given the sale via a broker.	This product may be sold on an advised or non-advised basis. It is suitable to be sold face-to-face, through telephony sales or via a quote-and-buy website.
Cyber	Cyber insurance is a commercial product designed for UK-based SME and mid-market companies.	Customers require cover to not only provide financial recompense in the event of a data breach or cyber attack, but also to access a range of appropriate experts (in-house and vendors) to manage the whole incident for them from the very beginning, allowing them to recover and concentrate on running the business.	This product is not designed to support customers who are not running a commercial enterprise with cyber-related systems or those who are not based in the UK.	This product may be sold on an advised or non-advised basis. It is suitable to be sold face-to-face, through telephony sales or via a quote-and-buy website.
Death and disgrace	Death and disgrace insurance is a commercial product designed for advertising agencies, production companies or brands (corporate clients who orchestrate their own advertising campaigns) within our licenced territories of operation.	Customers require cover in the event that an advertisement produced by an agency has to be withdrawn from transmission. This could be as a result of the celebrity insured under that policy dying, committing a criminal act, becoming involved in a situation which is offensive to public taste or decency, suffering permanent total disablement or suffering a life-threatening condition.	The product is not designed to support customers operating a commercial enterprise. It is also unsuitable to be marketed directly to the customer given the sale via a broker.	This product may be sold on an advised or non-advised basis. It is suitable to be sold face-to-face, through telephony sales or via a quote-and-buy website.
Directors and officers (D&O)	Directors and officers' insurance is a commercial product designed for UK registered companies, both public or privately owned.	Customers require insurance to protect their directors, officers and partners at their company in the course of their activities in case of claims against them. This may include health and safety concerns to a claim for breach of duty, negligence, defamation or even pollution.	The product is not designed to support consumers as defined by the FCA.	This product may be sold on an advised or non-advised basis. It is suitable to be sold face-to-face, through telephony sales or via a quote-and-buy website.
Employers' liability (EL)	Employers' liability insurance is a commercial product designed for UK-based SME businesses who purchase professional indemnity or office combined policies from us.	The Employers' Liability (Compulsory Insurance) Act 1969 requires all employers carrying on business in Great Britain and Northern Ireland to insure against their legal liability for injury or disease to employees in the course of work or them. Employers can be fined up to £2,500 by the health and safety executive (HSE) for each day they are without suitable EL insurance. In addition, many small employers would suffer significant financial difficulties if required to pay large sums as compensation in the event of a claim.	This product is not designed to support customers who are not running a commercial enterprise and are without employees.	This product may be sold on an advised or non-advised basis. It is suitable to be sold face-to-face, through telephony sales or via a quote-and-buy website.
Employment practices liability	Employment practices liability insurance is a commercial product designed for UK-registered companies, charities, clubs, non-profits or associations, public or privately owned.	Customers require cover in the event that directors of an organisation, as well as the organisation itself, face allegations of failing to manage the affairs of the business correctly. Appropriate financial protection for this risk is required as well as access to expert advice and legal support if an allegation is made.	This product is not designed to support customers who are not running a commercial enterprise or those who are not based in the UK.	This product may be sold on an advised or non-advised basis. It is suitable to be sold face-to-face, through telephony sales or via a quote-and-buy website.
Equipment breakdown	Equipment breakdown insurance is a commercial product designed for UK-based businesses with electrical or mechanical equipment such as air conditioning, telephone systems and storage tanks.	Customers require insurance to protect their business in the event that important equipment fails and hinders their ability to properly trade.	This product is not designed to support customers who are not running a commercial enterprise that operates mechanical equipment or those who are not based in the UK.	This product may be sold on an advised or non-advised basis. It is suitable to be sold face-to-face, through telephony sales or via a quote-and-buy website.
Event organisers	Event organisers insurance is a commercial product designed for businesses operating in the media and creative industries including freelancers, micro SMEs, SMEs, large UK-based entities and global businesses who organise events for clients.	Customers require cover as a result of a number of legal liabilities that could present them with significant losses in both legal defence costs and damages/awards. These include: breach of contract, infringement of intellectual property, negligence, breach of confidence, invasion of privacy etc. These losses could potentially put clients out of business therefore they look to an insurance policy to offset the cost of these and protect their balance sheet.	This product is not designed to support customers who are not running a commercial enterprise involved in the event organising sphere or those who are not based in the UK.	This product may be sold on an advised or non-advised basis. It is suitable to be sold face-to-face, through telephony sales or via a quote-and-buy website.
Event organisers – travel	Event organisers – travel insurance is a commercial product designed for clients organising events with teams and delegates attending their event.	Customers require insurance to protect delegates attending their event.	The product is not designed to support customers who are not travelling as part of their business activity.	This product may be sold on an advised or non-advised basis. It is suitable to be sold face-to-face, through telephony sales or via a quote-and-buy website.

Fine art	Fine art is designed for UK consumers who own fine art and other valuable collections.	Customers require dedicated cover for their art or collection that avoids sub-limits that may not be adequate for their insured art; may not give access to specialist valuation and risk management services and will not handle claims in a way that suits their needs.	This product is not designed to support consumers without a fine art or similar collection.	This product may be sold on an advised or non-advised basis. It is suitable to be sold face-to-face, through telephony sales or via a quote-and-buy website.
FinTech	FinTech insurance is a commercial product designed for UK-domiciled SME FinTech companies.	Customers require insurance as it is a compliance requirement for most FCA regulated firms.	The product is not designed to support customers who are not within the definition of the target market. It is also unsuitable to be marketed directly to the customer given the sale via a broker.	This product may be sold on an advised or non-advised basis. It is suitable to be sold face-to-face, through telephony sales or via a quote-and-buy website.
Home	Home insurance is a retail product designed for UK consumers who require cover to protect the buildings and contents of their home, their personal belongings within and when taken away from the home, such as electrical equipment (including gadgets), art and jewellery. They also need protection for the liability risks that they face as individuals and as owners/occupiers of properties.	Customers require insurance to protect their buildings, contents, and valuables as well as the liability risks as an owner/occupier of a their property.	The product is not designed to support consumers without a UK residential property.	This product may be sold on an advised or non-advised basis. It is suitable to be sold face-to-face, through telephony sales or via a quote-and-buy website.
Influencer	Influencer insurance is a commercial product designed for high profile individuals including traditional celebrities, social media influencers and industry leaders.	Customers require insurance to protect their liabilities in the course of their activities as influencers.	The product is not designed for major corporations or individuals without a substantial profile in their sector/industry. It is also unsuitable to be marketed directly to the customer given the sale via a broker.	This product may be sold on an advised or non-advised basis. It is suitable to be sold face-to-face, through telephony sales or via a quote-and-buy website.
Marketing and communications	Marketing and communications insurance is a commercial product designed for businesses operating in the media and creative industries including freelancers, micro SMEs, SMEs, large UK-based entities and global businesses.	Customers require insurance in order to protect their business from claims including breach of contract, infringement of intellectual property, negligence, breach of confidence and invasion of privacy. These losses could potentially put clients out of business therefore they look to an insurance policy to offset the cost of these and protect their balance sheet.	This product is not designed to support customers who are not running a commercial enterprise in the marketing and communications sphere or those who are not based in the UK.	This product may be sold on an advised or non-advised basis. It is suitable to be sold face-to-face, through telephony sales or via a quote-and-buy website.
Medical malpractice	Medical malpractice insurance is a commercial product designed for professional medical practitioners providing services to patients.	Customers require insurance to protect them in the event of a claim against them for medical malpractice, professional indemnity and products and public liability. They are commonly contractually obligated to have professional indemnity cover in place before they undertake any work.	The product is not designed to support customers who are not within the definition of the target market. It is also unsuitable to be marketed directly to the customer given the sale via a broker.	This product may be sold on an advised or non-advised basis. It is suitable to be sold face-to-face, through telephony sales or via a quote-and-buy website.
Motor	Motor insurance is a retail product designed for UK consumers who own higher value motor vehicles.	Customers are legally required to have a minimum of third-party liability cover when using a motor vehicle on a public highway. In addition customers also need to protect their vehicle they own following damage and/or theft.	The product is not designed to support consumers without a motor vehicle.	This product may be sold on an advised or non-advised basis. It is suitable to be sold face-to-face, through telephony sales or via a quote-and-buy website.
Multimedia	Multimedia insurance is a commercial product designed for businesses operating in the media and creative industries including freelancers, micro SMEs, SMEs, large UK-based entities and global businesses.	Customers require cover as a result of a number of legal liabilities that could present them with significant losses in both legal defence costs and damages or awards. These include: defamation, infringement of intellectual property, negligence, breach of confidence, invasion of privacy etc. These losses could potentially put clients out of business therefore they look to an insurance policy to offset the cost of these and protect their balance sheet.	The product is not designed to support customers who are not within the definition of the target market. It is also unsuitable to be marketed directly to the customer given the sale via a broker.	This product may be sold on an advised or non-advised basis. It is suitable to be sold face-to-face, through telephony sales or via a quote-and-buy website.
Overseas 606	Overseas 606 insurance is a retail product designed for UK consumers who own property outside of the UK.	Customers require insurance to protect their buildings, contents, fine art, valuables and the liability risks as an owner/occupier of a property overseas. They require the cover to be suitable for where their property is located and that it responds to local risks and regulatory requirements.	This product is not designed to support consumers who do not own and wish to insure a property overseas.	This product may be sold on an advised or non-advised basis. It is suitable to be sold face-to-face, through telephony sales or via a quote-and-buy website.

Personal accident (PA)	Personal accident insurance is a commercial product designed for UK-based businesses, freelancers, the self employed and sole traders who generally buy employers' and public liability.	Both individual customers and companies wish to protect themselves and their staff in situations of ill health, injury or death. They wish to mitigate against an economic impact they suffer through the loss of an individual due to serious injury, sickness or death.	This product is not designed to support customers who are not running a commercial enterprise.	This product may be sold on an advised or non-advised basis. It is suitable to be sold face-to-face, through telephony sales or via a quote-and-buy website.
Producers E&O	Producers E&O insurance is a commercial product designed for producers of commercial films who specifically require breach of rights cover.	Customers require cover in the event that they breach the rights of others due to the program content including defamation, usage without appropriate licenses or plagiarism.	The product is not designed to support customers who are not within the definition of the target market.	This product may be sold on an advised or non-advised basis. It is suitable to be sold face-to-face, through telephony sales. This product is not suitable to be sold via a quote-and-buy website.
Professional indemnity	Professional indemnity insurance is a commercial product designed for UK Individuals, SMEs, large companies and multinationals.	Customers require cover in the event that they receive a claim against them for errors or omissions, negligence, breach of confidentiality and other similar issues.	This product is not designed to support customers who are not running a commercial enterprise or those who are not based in the UK.	This product may be sold on an advised or non-advised basis. It is suitable to be sold face-to-face, through telephony sales or via a quote-and-buy website.
Professional legal liability	Professional legal liability insurance is designed for UK-registered charities, clubs, non-profits or associations.	Customers require cover in the event that they face allegations of failing to manage the affairs of the business correctly. Appropriate financial protection for this risk is required as well as access to expert advice and legal support if an allegation is made.	The product is not designed to support customers who are not within the definition of the target market.	This product may be sold on an advised or non-advised basis. It is suitable to be sold face-to-face, through telephony sales or via a quote-and-buy website.
Property away and in transit	Property away and in transit insurance is a commercial product designed for businesses who travel with equipment.	Customers may own property which they need to take away from their premises when attending exhibitions or promotional events and require insurance to protect them when this property or equipment is accidentally lost, damaged or stolen.	The product is not designed to support customers who do not travel with property or equipment.	This product may be sold on an advised or non-advised basis. It is suitable to be sold face-to-face, through telephony sales or via a quote-and-buy website.
Public liability	Public liability insurance is a commercial product designed for UK-based SMEs.	Customers require cover in the event that a client or a member of the public suffers personal injury or property damage as a result of the business activities if the business has been negligent or failed to exercise the appropriate level of skill and care.	This product is not designed to support customers who are not running a commercial enterprise or those who are not based in the UK.	This product may be sold on an advised or non-advised basis. It is suitable to be sold face-to-face, through telephony sales or via a quote-and-buy website.
Trustees and individuals liability	Trustees and individuals liability insurance is a commercial product designed for directors and trustees of UK-based organisations.	Customers require cover in the event of an allegation of failing to manage the affairs of the organisation correctly. They require appropriate protection for this risk and access to expert advice and legal support.	This product is not designed to support customers who are not running a commercial enterprise or those who are not based in the UK.	This product may be sold on an advised or non-advised basis. It is suitable to be sold face-to-face, through telephony sales or via a quote-and-buy website.
Wedding cancellation	Wedding cancellation insurance is a retail product designed for individuals planning a wedding.	Customers require cover in case of irrecoverable expenses following the necessary cancellation, abandonment, curtailment or postponement of their wedding and honeymoon due to any insured cause beyond their control or wedding planners with remit to arrange cover for their clients who are having events.	The product is not designed to support customers who are not planning a wedding.	This product may be sold on an advised or non-advised basis. It is suitable to be sold face-to-face, through telephony sales or via a quote-and-buy website.