



**Product name:** Public liability

### **Customer needs and objectives**

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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..

### **Product design**

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Following the latest product review and fair value assessment the product has been approved as providing the expected value to customers. The metrics and other insight reviewed suggest the product is understood and well utilised by customers. For information on the key benefits and any notable exclusions please see the relevant policy summary, or contact your local Hiscox underwriter.

### **Target market**

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Public liability insurance is a commercial product designed for UK-based SMEs.

### **Non-target market**

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This product is not designed to support customers who are not running a commercial enterprise or those who are not based in the UK.

### **Recommended distribution strategy**

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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.



**Fair value assessment**

Date of last fair value assessment: June 2023

Expected date of next assessment: within 12 months of the above date.

As a result of our fair value assessment, we have concluded our public liability product is providing the expected value/isn't providing the expected value to customers.

1. The product is compatible with the needs of the target market.
2. The distribution and remuneration strategy remains appropriate, we are not aware of any distribution and remuneration arrangements having a detrimental effect on the overall value of the product.
3. The quality of the service provides the expected value.

**When completing our fair value assessments, we consider all information that is available and relevant including information provided by our distributors. We also continually monitor key metrics throughout the year to give us ongoing assurance that products are providing the value expected. Where information is outside of our tolerance levels, we may review the product outside of the scheduled timeline.**

Assessment	Indicators and measures	Assessment
Product overview	<ul style="list-style-type: none"> <li>• Product summary.</li> <li>• Target market.</li> <li>• Vulnerable customers.</li> <li>• Competitor analysis/external benchmarking.</li> <li>• Product research.</li> </ul>	<p>Our fair value assessment for this product demonstrates it is offering the expected value. The range of metrics show a good level of understanding by our customers. The customer testing illustrates the usage and benefit of the covers purchased.</p>
Product design/performance	<ul style="list-style-type: none"> <li>• Average premium.</li> <li>• Persistency.</li> <li>• Claims analysis.</li> <li>• Tenure.</li> <li>• Price walking.</li> </ul>	
Remuneration and distribution arrangements	<ul style="list-style-type: none"> <li>• Distribution chain.</li> <li>• Distribution strategy.</li> <li>• Commission, fees and any other remuneration arrangements.</li> <li>• Add-ons.</li> <li>• Premium finance.</li> </ul>	
Service	<ul style="list-style-type: none"> <li>• Key indicators.</li> <li>• Complaints analysis + RCA.</li> <li>• Training.</li> </ul>	