

# Office Professions Insurance

## Target Market Statement

|   |  |
|---|--|
| <b>Product Name</b>   | Office Professions Insurance   |
| <b>Target market - Who is this product designed for?</b>  | <p>Our Office Professions Insurance is a commercial insurance product suitable for organisations wishing to insure the risks associated with running an office business in the UK.</p> <p>This product is mainly intended for clerical and office activities but administrative, financial, and consultancy risks may also be suitable.</p>  |
| <b>Target market – are there any specific characteristics, including, customer vulnerability, that you should be aware of?</b>                    | <p>Businesses or organisations under financial strain due to impact of the cost-of-living crisis.</p>  |
| <b>Target market - Who is this product not designed for, or are there any types of customer for whom it would not provide the intended value?</b> | <p>This product is not designed for:</p> <ul style="list-style-type: none"><li>▪ Clients who do not run an office business or clients who operate outside of the UK.</li><li>▪ Risks which could include those associated with investment activity, Banks and Building societies, Local Authorities, Debt collection, Taxi Offices or trades which involve manual operations.</li><li>▪ Trades where a majority of time is spent working away from the premises.</li></ul> <p><b>Please refer to the Office Professions policy documentation for full details of the cover and exclusions.</b></p>   |
| <b>What are the key value elements of the product that are important for the target market?</b>   | <ul style="list-style-type: none"><li>▪ Our UK based specialist claims team have experience in settling a wide spectrum of commercial risks</li><li>▪ Buildings valuation at no additional cost (subject to underwriting criteria)</li><li>▪ Access to specialist risk management guidance and support.</li></ul>  |
| <b>What client need is met by this product?</b>   | <p>Clients wishing to take out this policy should purchase either property damage and/or liability cover as a minimum. Other sections and extensions are available as optional covers, which enables the client to build a commercial insurance solution to suit their commercial enterprise.</p> <p>The following covers are available:</p> <p><b>Property damage:</b></p> <p>'All risks' cover for buildings or contents with the option to insure for stock or personal belongings.</p> <p><b>Fine Art and collections:</b></p> <p>Cover for loss or damage on either an agreed value or market value basis and any resultant depreciation.</p> |

**For broker use only.**

This information is intended for insurance professionals only and is not intended for distribution to the public.

---

**Continued****What client need is met by this product?****Equipment breakdown:**

Cover for repair or replacement of equipment which breaks down.

**Business interruption:**

Cover for loss of business income following damage insured under Property damage.

**Money with assault extension:**

Cover for loss of money, with the option to include cover for assault as a result of an actual or attempted robbery or hold-up.

**Liabilities:**

**Employers' liability** cover provides an indemnity for legal liability to pay damages to employees or volunteers following injury in the workplace.

**Public & products liability** cover provides an indemnity for legal liability to pay damages to third parties (not employees) for injury or damage to their property.

**Legal expenses:**

Provides cover for a range of legal issues that may arise for legal costs and expenses including solicitors' and barristers' fees, court costs, expenses for expert witnesses, attendance expenses, accountants' fees and employment compensation awards.

**Fidelity:**

Provides cover for loss of money or goods (including electronic transfer of funds) caused by an act of fraud or dishonesty of an employee or volunteer.

**Terrorism:**

Cover for damage to the property and, if selected, resultant loss of income insured under other sections of this policy following an Act of Terrorism.

---

**Can this product be sold without advice?**

This product should be sold in line with FCA regulations and can be sold with or without advice.

---

**How can this product be sold?**

We suggest this product can be sold face to face, via telephone or electronic communication or a mix of these methods.

---

**How is value assessed?**

We assess the value of our products based on a number of metrics as well as customer and broker insight.

In carrying out this assessment, we take into consideration the standard remuneration in our Terms of Business Agreement with you. In addition, we will consider the add-ons that form part of our product.

If you sell additional add-ons (including premium finance) alongside our product or take additional remuneration, you may affect the value for your client and will need to take this into consideration in your value assessment.

More detail on our product approval process can be obtained on request.

---

**For broker use only.**

This information is intended for insurance professionals only and is not intended for distribution to the public.

