

Art & Private Client Insurance

Target Market Statement

Product Name	Art & Private Client
Target market - Who is this product designed for?	Art & Private Client is a retail product suitable for High Net Worth household owners or tenants of private homes who may also have collections, jewellery and art and may carry out a small element of business from the home.
Target market – are there any specific characteristics, including, customer vulnerability, that you should be aware of?	<p>Customers who may be under financial or personal strain due to the impact of the cost-of-living crisis.</p> <p>Please be aware, when offering the Travel section of this product to customers, there are a number of conditions and exclusions for (but not limited to):</p> <ul style="list-style-type: none">▪ Pre-existing medical conditions.▪ Trips against the advice of the Foreign and Commonwealth Development Office (FCDO).▪ Leisure holiday activities.▪ Insured persons over 81 years old.▪ Mental illness.▪ Trips in excess of 90 days duration.▪ Pandemic or epidemic of disease. <p>The business cover available is intended for working from a home office and minor use of the home for business such as gardens open to the public or bed and breakfast.</p>
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?	<p>This product is not designed for clients living outside the United Kingdom.</p> <p>This product is not suitable to be marketed directly to customers, as guidance (which may or may not involve a personal recommendation) from brokers/intermediaries to support product selection is required.</p> <p>Please refer to the Art & Private Client policy documentation for full details of the cover and exclusions.</p> <p>Brokers should be aware when offering this product to clients there is an exclusion for bridges in excess of £50,000, land piers, jetties and excavations, natural or artificial water courses and confines of any body of standing water including but not limited to dams, reservoirs, culverts in excess of £100,000, canals, moats, rivers and lakes and any man-made elements attaching to or forming part of such structures.</p>

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

What are the key value elements of the product that are important for the target market?

- We are able to insure any art collectibles and collections and also offer art and contents only policies.
- Our UK based specialist claims team have experience in managing restorations of listed and complex buildings as well as valued collections and personal valuables.
- Buildings valuation at no additional cost (subject to underwriting criteria).
- To help reduce the risk of underinsurance, we have developed a unique Ecclesiastical **Heritage Index**, powered by the Building Cost Information Service (BCIS), which tracks the cost of 61 elements that are specific to buildings of a traditional construction.
- Access to specialist risk management guidance and support.

What client need is met by this product?

This product is structured as a package product with the option to select optional covers (Travel, Business cover, Business liability and Terrorism (by endorsement)).

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 heritage business or organisation.

The following covers are available:

Buildings:

'All Risks' cover for private homes against damage to buildings or tenant's improvements, including extended replacement cost, temporary accommodation and loss of rent and environmental upgrades.

Contents:

Worldwide cover for damage to the customer's content, including extended replacement costs and contents away from the home for family members in care homes or student accommodation.

There is an optional section of cover for business contents, business money and business interruption if required.

Art, antiques and personal valuables:

Worldwide cover for damage to the customer's art and antiques and personal valuables, including extended replacement cost, new acquisitions and defective title.

Cyber:

Automatic cover for cyber home systems damage, cyber crime and cyber online liability as a result of a cyber event.

Continued

What client need is met by this product?

Liabilities:

Property owner's liability cover provides an indemnity to legal liability to pay damage for injury or damage to property due to ownership of the home.

Tenant's liability cover provides an indemnity to legal liability to pay damages as a tenant for damage to the landlord's property.

Occupier's and personal liability cover provides an indemnity to legal liability to pay damages for injury or damage to the property due to occupation of the buildings, as an employer of domestic staff or in connection to minor business use.

There is an **optional** section of cover for business liability:

Employers' liability cover provides an indemnity for legal liability to pay damages to employees, volunteers, work experience student or youth training scheme participant following injury in the workplace.

Public and products liability cover provides an indemnity for legal liability to pay damage 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 planning application refusal appeals.

Trustees' indemnity:

Covers damages, costs and expenses arising out of legal liability in respect of a wrongful act performed as a trustee of a charity relating to duties within their role.

Lifestyle protection:

Protection for the family following an accident, including psychiatric services, property alteration costs and other medical expenses.

Home emergency:

Provides 24/7 assistance if immediate help is required for things such as the sudden failure of the main heating or plumbing.

Travel:

Cover for unexpected events that could occur before a holiday, whilst travelling or whilst on holiday including cancelling or cutting short a holiday or needing medical treatment.

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.

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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 in to 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 in to consideration in your value assessment.

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

Has this product received a Fair Value Assessment?

In line with our Product Oversight and Governance Policy, we will carry out a fair value assessment of this refreshed product within the next 12 months, which will take in to account a wide variety of metrics – both quantitative and qualitative. These include (but are not limited to) product metrics (e.g. GWP, policy count, new business, lapses, retention rates, loss ratio, tenure etc.), analysis of add-ons, pricing, premium finance, service levels, distribution (e.g. commission, fees and charges, selling to the target market etc.), claims (e.g. reputations, ex-gratia payments etc.) customer and broker feedback, competitor insight, review of technical and marketing literature and materials.

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