

## Product Value - Information Exchange Template

Carrier name	Allied World Assurance Company (Europe) dac
Broker name	
Product name and reference	Combined Liability Policy AWUKCDCL0421
Reference/UMR [Binder]	N/A
Reference [Class of Business]	Combined Liability – UK Commercial
Date	September 2023

### Manufacturer Information

The fields below should be completed by the carrier. The information provided should be sufficient for distributors in the chain to understand the value of the product, the intended target market and those to whom the product should not be marketed. Other information should be included (if relevant) to advise distributors of how their known or expected actions might affect the value of the product.

#### Product information

##### Product Description

- Personal Accident
- General Liability
  - Employers' liability
  - Public liability
  - Product liability
- Professional and Corporate Liability
  - D&O
  - Corporate legal liability
  - Employment practice liability
  - Professional indemnity
- Additional Coverages
  - Cyber cover is available on most policies.
  - Commercial Legal Protection is available on most policies, and is underwritten by ARAG Plc.

##### Key Features

The coverages include many standard features which are not listed below. Key features include:

##### Employers' Liability

- Covers employees temporarily working overseas in a non-manual capacity.

##### Public and Products Liability

- Covers employees temporarily working overseas in a non-manual capacity.

**Claims**

All Claims are handled by Allied World for all covers other than Commercial Legal Protection.

Professional Indemnity Notifications:

[SMEProfessionalLines@awac.com](mailto:SMEProfessionalLines@awac.com)

Casualty Notifications:

[UKCCasualty.Claims@awac.com](mailto:UKCCasualty.Claims@awac.com)

For Commercial Legal Protection claims are handled by ARAG Plc.

**Complaints**

All Complaints are handled by Allied World for all covers other than Commercial Legal Protection which are handled by ARAG Plc.

Allied World Assurance Company (Europe) dac  
19th Floor, 20 Fenchurch Street  
London EC3M 3BY

ARAG plc  
9 Whiteladies Road  
Clifton  
Bristol, BS8 1NN

Tel: 0117 917 1561

Email: [customerrelations@arag.co.uk](mailto:customerrelations@arag.co.uk)

**Renewal Process**

The renewal process and renewal notice are the responsibility of the distributor who deals directly with the customer. We will review our renewals and start negotiations around 30 days prior to renewal.

**Territorial Limits**

Great Britain, Northern Ireland, Channel Islands, Isle of Man.

**Distribution Strategy**

Our Product Approval Process considers whether the proposed distribution is appropriate for our identified target market and the competency and experience of the parties involved in the distribution of our product.

This product can be distributed via FCA authorised brokers, MGAs, and Appointed Representatives with the prior agreement of Allied World. It is appropriate for the identified target market.



Brokers must enter into our standard format Terms of Business Agreement (TOBA) before we will transact business. Our preferred tool for agreeing, managing, and administering TOBAs is provided by REG Technologies.

#### Product Governance

##### **Product Governance Group (PGG)**

PGG is responsible for:

- Assessing Allied World products for pricing and product fair value and how they are distributed to ensure they are appropriately designed and distributed to meet the needs of the identified target market.
- Reviewing management information to ensure the product is performing in the way expected.
- Overseeing the process for the design, testing and approval of new products and significant adaptations to existing products.

PGG has senior management representation and includes Legal & Compliance. It is chaired by the Chief Underwriter Officer and meets at least quarterly.

##### **Product Approval Process**

The Product Approval Process document outlines the approval process and is applicable to products issued by Allied World Assurance Company (Europe) dac.

New products and/or significant changes to existing products are evaluated and approved prior to customer distribution and the process considers the Customer Risk Assessment Form (CRAF) which captures:

- Underwriting and regulatory information
- Acquisition costs and fees
- Customer risk
- Target market
- Product risk / product testing
- Sales risk / assessment of distribution of product
- Service risk

No significant adaptations have recently been made to the Combined Liability Policy, reference AWUKCDCL0421.

##### **Product Testing**

The Product Approval Process considers what product testing is appropriate for new products or where there has been a significant adaptation to an existing product, what has been done and whether that is commensurate with the product and its complexity.

##### **Product Reviews and Fair Value**

Our product governance process requires a review of our products and target market statements at least annually to determine if the product offers fair value to the end customer.



These reviews consider the:

- Target market and any changes in the foreseeable future,
- Distribution strategy,
- Remuneration structures,
- Product information and performance (considering complaints and actual vs expected loss ratios),
- When wordings were reviewed by Legal Counsel,
- The experience of those involved in product manufacturer; and
- Distribution feedback where available from distributors and customers.

#### **Vulnerable Customers**

Allied World is committed to providing positive outcomes to all customers, including the identification, assessment, monitoring and management of customers with vulnerabilities.

#### **Target market**

##### **What is the product?**

A commercial lines general insurance product suitable for business customers.

##### **Who is the product designed for?**

This product is designed for customers who run small to medium size businesses or commercial enterprises from one or more commercial premises in the United Kingdom and whose turnover is below £25,000,000.

##### **What are the Target Classes?**

Manufacturing, warehousing, and retail. We are happy to consider risks that fall outside these parameters on a case-by-case basis.

##### **What customer need is met by this product?**

Combined Liability is a modular product where covers are optional allowing the customer to build their own commercial insurance product specifically for their needs.

##### **How can the product be purchased?**

This product can be sold by FCA authorised brokers either face to face, by telephone, online or a mix of these methods.

##### **Are there changes anticipated to the target market?**

There are no changes proposed in the foreseeable future to the identified target market.

#### **Types of customer for whom the product would be unsuitable**

This product is not:

- i. Designed for and would not be expected to provide fair value to customers who fall outside the identified Target Market.



- ii. Suitable for consumers as defined by the FCA. A consumer is classed as any person who is acting for purposes which are outside their trade or profession.
- iii. Suitable for Non-UK domiciled customers or risks located outside of the territorial limits.

Any notable exclusions or circumstances where the product will not respond

**General Conditions**

- Standard market conditions apply.
- The customer must advise us of any alteration in material facts.
- We can cancel the customer's policy by giving 14 days' notice.

**Employers Liability Conditions**

The limit of £10,000,000 is for one claim or series of claims arising out of one occurrence, all costs and expenses are included within the limit, but it is restricted to £5,000,000 for claims relating to terrorism and asbestos.

**General Exclusions**

Standard market exclusions apply.

**Public and Products Liability Exclusions**

Epidemics and WHO declarations.

Other information which may be relevant to distributors

For general product governance queries and return of the completed Product Information Value Template please email:

[productgovernance@awac.com](mailto:productgovernance@awac.com)

For Underwriting queries please email your Allied World Underwriting contact:

[name.surname@awac.com](mailto:name.surname@awac.com)

Date Fair Value assessment completed	2023
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Expected date of next assessment	2024
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**Carolyn Shreeve**

**SVP, Chief Underwriting Officer, Europe**

Allied World Assurance Company (Europe) dac

19th Floor, 20 Fenchurch Street

London EC3M 3BY

United Kingdom



<b>Distributor Information</b>	
<p><i>The fields below should be completed for all Distributors in the chain. Distributor 1 should be the Distributor in direct contact with the carrier and the highest Distributor number should be the Distributor in direct contact with the customer. The information provided should include the type and amount of remuneration (including fees and commissions) of each Distributor, where this is part of the premium or otherwise paid by the customer, for the product.</i></p>	
<b>Distributor 1 – [insert name]</b>	
Retained commission	
Fees	
Other remuneration	
Explanation of activities provided	
<i>Select all that apply:</i>	
<b>Direct</b> – The product is distributed directly to insureds. The broker’s role is to understand the demands and needs of the insured and then obtain quotations from insurers.	Yes/No
<b>Wholesale</b> - The broker works on the producing brokers/Appointed Representative instructions paying due regard to the best interests of the end client.	Yes/No
<b>Advised</b> – the product is sold on an advised basis	Yes/No
<b>Non-Advised</b> – the product is sold on a non-advised basis	Yes/No
<b>Claims</b> – the broker provides claims first notification of loss	Yes/No
<b>Other</b> – please describe	Yes/No
Information on any ancillary products/activities sold alongside the product which may affect the product’s value.	
<i>Select all that apply:</i>	
Legal expenses	Yes/No
Gap cover	Yes/No
Key cover	Yes/No
Emergency home cover	Yes/No
Loss recovery (pays for a loss assessor to act on insureds behalf)	Yes/No
Breakdown cover	Yes/No
Windscreen cover	Yes/No
Courtesy car cover	Yes/No
Risk Management services e.g. health & safety assessment, consultancy	Yes/No
Premium finance (if offered by the same provider) including fee structure	Yes/No
Other – please describe	Yes/No
Information on how the selected products above affect the product’s value	



It is confirmed that the above remuneration paid by the customer is consistent with the regulatory obligations of Distributor 1.	Yes/No
<b>Distributor 2– [insert name]</b>	
Retained commission	
Fees	
Other remuneration	
Explanation of activities provided	
<i>Select all that apply:</i>	
<b>Direct</b> – The product is distributed directly to insureds. The broker’s role is to understand the demands and needs of the insured and then obtain quotations from insurers.	Yes/No
<b>Wholesale</b> - The broker works on the producing brokers/Appointed Representative instructions paying due regard to the best interests of the end client.	Yes/No
<b>Advised</b> – the product is sold on an advised basis	Yes/No
<b>Non-Advised</b> – the product is sold on a non-advised basis	Yes/No
<b>Claims</b> – the broker provides claims first notification of loss	Yes/No
<b>Other</b> – please describe	Yes/No
Information on any ancillary products/activities sold alongside the product which may affect the product’s value.	
<i>Select all that apply:</i>	
Legal expenses	Yes/No
Gap cover	Yes/No
Key cover	Yes/No
Emergency home cover	Yes/No
Loss recovery (pays for a loss assessor to act on insureds behalf)	Yes/No
Breakdown cover	Yes/No
Windscreen cover	Yes/No
Courtesy car cover	Yes/No
Risk Management services e.g. health & safety assessment, consultancy	Yes/No
Premium finance (if offered by the same provider) including fee structure	Yes/No
Other – please describe	Yes/No
Information on how the selected products above affect the product’s value	



It is confirmed that the above remuneration paid by the customer is consistent with the regulatory obligations of Distributor 2.	Yes/No
<b>Distributor 3– [insert name]</b>	
Retained commission	
Fees	
Other remuneration	
Explanation of activities provided	
<i>Select all that apply:</i>	
<b>Direct</b> – The product is distributed directly to insureds. The broker’s role is to understand the demands and needs of the insured and then obtain quotations from insurers.	Yes/No
<b>Wholesale</b> - The broker works on the producing brokers/Appointed Representative instructions paying due regard to the best interests of the end client.	Yes/No
<b>Advised</b> – the product is sold on an advised basis	Yes/No
<b>Non-Advised</b> – the product is sold on a non-advised basis	Yes/No
<b>Claims</b> – the broker provides claims first notification of loss	Yes/No
<b>Other</b> – please describe	Yes/No
Information on any ancillary products/activities sold alongside the product which may affect the product’s value.	
<i>Select all that apply:</i>	
Legal expenses	Yes/No
Gap cover	Yes/No
Key cover	Yes/No
Emergency home cover	Yes/No
Loss recovery (pays for a loss assessor to act on insureds behalf)	Yes/No
Breakdown cover	Yes/No
Windscreen cover	Yes/No
Courtesy car cover	Yes/No
Risk Management services e.g. health & safety assessment, consultancy	Yes/No
Premium finance (if offered by the same provider) including fee structure	Yes/No
Other – please describe	Yes/No
Information on how the selected products above affect the product’s value	





It is confirmed that the above remuneration paid by the customer is consistent with the regulatory obligations of Distributor 3.	Yes/No
<b>Distributor 4– [insert name]</b>	
Retained commission	
Fees	
Other remuneration	
Explanation of activities provided	
<i>Select all that apply:</i>	
<b>Direct</b> – The product is distributed directly to insureds. The broker’s role is to understand the demands and needs of the insured and then obtain quotations from insurers.	Yes/No
<b>Wholesale</b> - The broker works on the producing brokers/Appointed Representative instructions paying due regard to the best interests of the end client.	Yes/No
<b>Advised</b> – the product is sold on an advised basis	Yes/No
<b>Non-Advised</b> – the product is sold on a non-advised basis	Yes/No
<b>Claims</b> – the broker provides claims first notification of loss	Yes/No
<b>Other</b> – please describe	Yes/No
Information on any ancillary products/activities sold alongside the product which may affect the product’s value.	
<i>Select all that apply:</i>	
Legal expenses	Yes/No
Gap cover	Yes/No
Key cover	Yes/No
Emergency home cover	Yes/No
Loss recovery (pays for a loss assessor to act on insureds behalf)	Yes/No
Breakdown cover	Yes/No
Windscreen cover	Yes/No
Courtesy car cover	Yes/No
Risk Management services e.g. health & safety assessment, consultancy	Yes/No
Premium finance (if offered by the same provider) including fee structure	Yes/No
Other – please describe	Yes/No
It is confirmed that the above remuneration paid by the customer is consistent with the regulatory obligations of Distributor 4.	Yes/No
<b>Distributor 5– [insert name]</b>	



Retained commission	
Fees	
Other remuneration	
Explanation of activities provided	
<i>Select all that apply:</i>	
<b>Direct</b> – The product is distributed directly to insureds. The broker’s role is to understand the demands and needs of the insured and then obtain quotations from insurers.	Yes/No
<b>Wholesale</b> - The broker works on the producing brokers/Appointed Representative instructions paying due regard to the best interests of the end client.	Yes/No
<b>Advised</b> – the product is sold on an advised basis	Yes/No
<b>Non-Advised</b> – the product is sold on a non-advised basis	Yes/No
<b>Claims</b> – the broker provides claims first notification of loss	Yes/No
<b>Other</b> – please describe	Yes/No
Information on any ancillary products/activities sold alongside the product which may affect the product’s value.	
<i>Select all that apply:</i>	
Legal expenses	Yes/No
Gap cover	Yes/No
Key cover	Yes/No
Emergency home cover	Yes/No
Loss recovery (pays for a loss assessor to act on insureds behalf)	Yes/No
Breakdown cover	Yes/No
Windscreen cover	Yes/No
Courtesy car cover	Yes/No
Risk Management services e.g. health & safety assessment, consultancy	Yes/No
Premium finance (if offered by the same provider) including fee structure	Yes/No
Other – please describe	Yes/No
It is confirmed that the above remuneration paid by the customer is consistent with the regulatory obligations of Distributor 5.	Yes/No