

Home Insurance

Target Market Statement (Version 10/2021)

Product Name	Home
Product Type	Personal Lines General Insurance product suitable for individual customers.
Who is the product designed for?	Home Policy is designed for consumers who are owner occupiers and tenants.
Who is the product not appropriate for?	<ul style="list-style-type: none"> ● Homes outside of United Kingdom, Channel Islands and Isle of Man ● Landlords or buy to let ● Properties in the course of erection or conversion ● The proposer or anyone at the risk address: is convicted or charged but not tried of any offence (other than motoring offences) unless 'spent' under the terms of the Rehabilitation of Offenders Act , has a CCJs or has been declared bankrupt in the past, had a policy cancelled or voided before or if any Insurer has previously declined to insure, or applied special terms ● Properties with any prior or current subsidence, landslip, heave or sinkhole activity on the premises whether or not it results in a loss to the dwelling ● Properties in the course of being repossessed or being unoccupied just after a repossession ● Caravans or mobile Homes ● Flats unless Contents only cover ● Homes used for business purposes unless purely of a clerical nature (minor office work) with no storage of stock or goods.
What are the mandatory product features that will meet the needs, characteristics and goals of the target market?	<p>This product provides the following cover, up to agreed specified limits:</p> <ul style="list-style-type: none"> ● Building ● Liability
Does the product include optional covers?	<p>The following additional optional cover can be arranged:</p> <ul style="list-style-type: none"> ● Contents ● All risks ● Frozen Food
Additional Benefit	CyberScout Hotline

How should this product be distributed? This product can be sold face to face, online, via the telephone or by postal application.

What should distributors do to ensure the product provides fair value to the end customer? To ensure the customer receives fair value for this product, care must be taken to ensure no duplicate cover exists or is caused by an add-on where that cover is already provided by the policy. Commission, fees or charges passed onto the customer must be proportionate to the service provided and provide fair value.

Additional Product Literature This document is to be read in conjunction with the appropriate policy wording and IPID which is available on CTIUK's Website
