

Product name	Target market	Customer needs and objectives	Non-target market	Recommended distribution strategy
606	606 insurance is a retail product designed for UK consumers who require higher levels of cover to protect the buildings and contents of their home, their personal belongings within and when taken away from the home, such as electrical equipment (including gadgets), art and jewellery. They also need protection for the liability risks that they face as individuals and as owners/occupiers of properties.	Customers require cover that reflects the higher values of property and possessions they own.	This product is not designed to support consumers who have lower levels of personal wealth in property and possessions or those who live outside of the UK.	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.
Advertising agents indemnity	Advertising agents indemnity insurance is a commercial product designed for advertising agents who are involved in the production of an advert.	Customers require insurance as part of the APA/IPA agreement involved in the production of an advertisement. The policy provides insurance to protect the customer from additional costs incurred that arise from circumstances that are outside of their control, as well as any additional costs that arise out of damage to the media or negative used. Death and disgrace cover is also extended to non-celebrities during both the filming and transmission periods, and to celebrities during the filming period only (a standalone D&D policy should be purchased for the transmission risk).	This product designed for target market only – not a general product, and is only provided through brokers on an advised-sale basis.	This product is only offered through brokers, on an advised-sale basis. No direct offering.

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Buildings	Buildings insurance is a commercial product designed for customers who own the building from which they trade.	Customers require cover in the event of damage to the building (such as a fire or flood). The customer may not be in a position financially to replace all the lost or damaged property and might not be able to trade.	This product is not designed to support customers who do not own the building or property from which they trade.	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.
Business interruption	Business interruption insurance is a commercial product designed for UK based SMEs and mid-market companies.	Customers require cover in the event that they are unable to carry out some or all of their business activities due to an unforeseen interruption which results in financial loss.	This product is not designed to support customers who are not within the definition of the target market.	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.
Commercial film producers	Commercial film producers' insurance is a commercial product designed for producers of commercial films.	Customers require cover in the event that a variety of events occur that could hamper production of the work, including illness or death to the cast, loss or damage of media, damage, loss or theft of property or a host of liabilities.	This product is not designed to support customers who are not within the definition of the target market.	This product may be sold on an advised or non-advised basis. It is suitable to be sold face-to-face, through telephony sales. This product is not suitable to be sold via a quote and buy website.
Commercial producers, indemnity	Commercial producers, indemnity insurance is a commercial product designed for commercial production companies contracted by advertising agents to film advertising content.	Customers require insurance as part of the APA/IPA agreement involved in the production of an advertisement. The policy provides insurance to protect the liabilities of customers when filming (primarily) advertisements, including production and media indemnity, damage to equipment and props, as well as third-party claims brought against the production company for bodily injury, TPPD and loss of hire fees. Policies can also cover the filming of corporate/educational videos, stills photography, music videos, and stills animations under the product.	This product designed for target market only – not a general product, and is only provided through brokers on an advised-sale basis.	This product is only offered through brokers, on an advised-sale basis. No direct offering.

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Commercial property owners	Commercial property owners, insurance is a commercial product designed for clients with medium-to-large portfolios of mainly commercial property in the UK.	The customer has a need to insure their portfolio of properties on an all-risks basis as part of a single policy that includes buildings and engineer breakdown cover and can also encompass contents, loss of rent, legal expenses, property owners liability and terrorism. In addition, customers may also purchase EL, D&O and cyber insurance.	This product is not designed to support customers who are not renting or leasing single or portfolios of property.	This product is only available via a select panel of brokers.
Commercial travel	Commercial travel insurance is a commercial product designed for UK registered companies, charities, clubs, non-profits or associations, public or privately owned.	Customers require cover for unexpected events that could happen before or during any travel employees or directors are undertaking in the course of their duties. This includes cancelling or curtailing a business trip or a medical emergency.	This product is not designed to support customers who are not within the definition of the target market.	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.
Contents	Contents insurance is a commercial product designed for UK-based businesses with large amounts of contents on which they may be reliant to trade.	Customers require cover in the event that their contents, such as a key computer system, is damaged and this impacts their ability to trade.	This product is not designed to support customers who are not running a commercial enterprise, those who are not based in the UK or those who do not hold volumes of contents on which they are reliant to trade.	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.

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Contract works	Contract works insurance is a commercial product designed for UK-based businesses engaged in contract works to buildings they own or are legally responsible for.	Customers require cover to protect them when work is in progress for which they are legally responsible under contract, including materials required for the works and temporary structures, suffers loss or damage at a contract location. We will pay for damage occurring during the period of insurance, up to the amounts shown in the policy schedule.	This product is not designed to support customers who are not within the definition of the target market.	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.
Corporate legal liability	Corporate legal liability insurance is a commercial product designed for UK-registered companies, public or privately owned.	Customers require cover in the event that directors of an organisation, as well as the organisation itself, face allegations of failing to manage the affairs of the business correctly. Appropriate financial protection for this risk is required as well as access to expert advice and legal support if an allegation is made.	This product is not designed to support customers who are not running a commercial enterprise or those who are not based in the UK.	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.
Crime	Crime insurance is a commercial product designed for UK-based businesses.	Customers require cover to protect them in the event of fraud or other criminal activity that threatens their financial position, reputation and internal processes.	This product is not designed to support customers who are not within the definition of the target market. It is also unsuitable to be marketed directly to the customer given the sale via a broker.	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.

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Cyber	Cyber insurance is a commercial product designed for UK-based SME and mid-market companies.	Customers require cover to not only provide financial recompense in the event of a data breach or cyber attack, but also to access a range of appropriate experts (in-house and vendors) to manage the whole incident for them from the very beginning, allowing them to recover and concentrate on running the business.	This product is not designed to support customers who are not running a commercial enterprise with cyber-related systems or those who are not based in the UK.	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.
Death and disgrace	Death and disgrace insurance is a commercial product designed for advertising agencies, production companies or brands (corporate clients who orchestrate their own advertising campaigns).	Customers require cover in the event that an advertisement produced by an agency has to be withdrawn from transmission. This could be as a result of the celebrity insured under that policy dying, committing a criminal act, becoming involved in a situation which is offensive to public taste or decency, suffering permanent total disablement or suffering a life-threatening condition.	This product is designed to be purchased by advertising agents, production companies and corporate brands only, and is only provided through brokers on an advised-sale basis.	Product is only offered through brokers, on an advised-sale basis. No direct offering. While any broker with a Hiscox UK agency can place this business, policies tend to be provided through a handful of specialist brokers that, more often than not, also hold an advertising agency, production company or brand's annual insurance policies.
Directors and officers	Directors and officers, insurance is a commercial product designed for UK-registered companies, both public or privately owned.	Customers require insurance to protect their directors, officers and partners at their company in the course of their activities in case of claims against them. This may include health and safety concerns to a claim for breach of duty, negligence, defamation or even pollution.	This product is not designed to support consumers as defined by the FCA.	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.

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Employers' liability	Employers' liability insurance is a commercial product designed for UK-based SME businesses who purchase professional indemnity or office combined policies from us.	The Employers' Liability (Compulsory Insurance) Act 1969 requires all employers carrying on business in Great Britain and Northern Ireland to insure against their legal liability for injury or disease to employees in the course of work or them. Employers can be fined up to £2,500 by the Health and Safety Executive (HSE) for each day they are without suitable EL insurance. In addition, many small employers would suffer significant financial difficulties if required to pay large sums as compensation in the event of a claim.	This product is not designed to support customers who are not running a commercial enterprise and are without employees.	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.
Employment practices liability	Employment practices liability insurance is a commercial product designed for UK-registered companies, charities, clubs, non-profits or associations, public or privately owned.	Customers require cover in the event that directors of an organisation, as well as the organisation itself, face allegations of failing to manage the affairs of the business correctly. Appropriate financial protection for this risk is required as well as access to expert advice and legal support if an allegation is made.	This product is not designed to support customers who are not running a commercial enterprise or those who are not based in the UK.	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.
Equipment breakdown	Equipment breakdown insurance is a commercial product designed for UK-based businesses with electrical or mechanical equipment such as air conditioning, telephone systems and storage tanks.	Customers require insurance to protect their business in the event that important equipment fails and hinders their ability to properly trade.	This product is not designed to support customers who are not running a commercial enterprise that operates mechanical equipment or those who are not based in the UK.	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.

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Event organisers	Event organisers' insurance is a commercial product designed for event organisers including freelancers, micro SMEs, SMEs, large UK-based entities and global businesses who organise events for clients.	Customers require cover as a result of a number of legal liabilities that could present them with significant losses in both legal defence costs and damages/awards. These include: breach of contract, infringement of intellectual property, negligence, breach of confidence, invasion of privacy etc. These losses could potentially put clients out of business therefore they look to an insurance policy to offset the cost of these and protect their balance sheet.	This product is not designed to support customers who are not running a commercial enterprise involved in event organising for third-party clients, companies who are organising their own events and companies who are not based in the UK.	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.
Event organisers, travel – no longer open to new sales	Event organisers' travel insurance is a commercial product designed for clients organising events with teams and delegates attending their event.	Customers require insurance to protect delegates attending their event.	This product is not designed to support customers who are not travelling as part of their business activity.	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.
Fine art	Fine art is designed for UK consumers who own fine art and other valuable collections.	Customers require dedicated cover for their art or collection that avoids sub-limits that may not be adequate for their insured art, may not give access to specialist valuation and risk management services and will not handle claims in a way that suits their needs.	This product is not designed to support consumers without a fine art or similar collection.	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.
FinTech	FinTech insurance is a commercial product designed for UK-domiciled SME FinTech companies.	Customers require insurance as it is a compliance requirement for most FCA-regulated firms.	This product is not designed to support customers who are not within the definition of the target market. It is also unsuitable to be marketed directly to the customer given the sale via a broker.	This product may be sold on an advised basis via a broker

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Home	Home insurance is a retail product designed for UK consumers who require cover to protect the buildings and contents of their home, their personal belongings within and when taken away from the home, such as electrical equipment (including gadgets), art and jewellery. They also need protection for the liability risks that they face as individuals and as owners/occupiers of properties.	Customers require insurance to protect their buildings, contents, and valuables as well as the liability risks as an owner/occupier of their property.	This product is not designed to support consumers without a UK residential property.	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.
Influencer	Influencer insurance is a commercial product designed for high-profile individuals, including traditional celebrities, social media influencers and industry leaders.	Customers require insurance to protect their liabilities in the course of their activities as influencers.	This product is not designed for major corporations or individuals without a substantial profile in their sector/industry. It is also unsuitable to be marketed directly to the customer given the sale via a broker.	This product may be sold on an advised basis.
Marketing and communications professional indemnity	Marketing and communications professional indemnity is a commercial product designed for businesses operating in the media and creative industries including freelancers, micro SMEs, SMEs, large UK-based entities and global businesses.	Customers require insurance in order to protect their business from claims against them for breach of contract, defamation, infringement of intellectual property rights, negligence, breach of confidence or invasion of privacy arising out of their professional services they provide for clients. These losses could potentially put these customers out of business therefore they look to an insurance policy to offset the cost of these and protect their balance sheet.	This product is not designed to support customers who are not running a commercial enterprise in the media and creative industry.	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.

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Medical malpractice	Medical malpractice insurance is a commercial product designed for professional practitioners providing healthcare services to patients and clients. These practitioners are classified as allied healthcare professionals.	Customers require insurance to protect them in the event of a claim against them for medical malpractice or negligence arising out of the healthcare services they provide for clients. They are commonly contractually obligated to have professional indemnity cover in place before they undertake any work.	This product is not designed for the traditional healthcare professions such as doctors, nurses or surgeons, hospitals or surgical clinics.	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.
Motor	Motor insurance is a retail product designed for UK consumers who own higher-value motor vehicles.	Customers are legally required to have a minimum of third-party liability cover when using a motor vehicle on a public highway. In addition, customers also need to protect their vehicle they own following damage and/or theft.	This product is not designed to support consumers without a motor vehicle.	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.
Multimedia professional indemnity	Multimedia professional indemnity insurance is a commercial product designed for businesses operating in the media industry such as broadcasters and publishers including freelancers, micro SMEs, SMEs, large UK-based entities and global businesses.	Customers require cover for claims against them for defamation, infringement of intellectual property rights, negligence, breach of confidence or invasion of privacy arising out of the content that they disseminate to the public. These losses could potentially put customers out of business therefore they look to an insurance policy to offset the cost of these and protect their balance sheet.	This product is not designed to support customers who are not within the definition of the target market. It is also unsuitable to be marketed directly to the customer given the sale via a broker.	This product may be sold through brokers on an advised-sale basis.

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Overseas 606	Overseas 606 insurance is a retail product designed for UK consumers who own property outside of the UK.	Customers require insurance to protect their buildings, contents, fine art, valuables and the liability risks as an owner/occupier of a property overseas. They require the cover to be suitable for where their property is located and that it responds to local risks and regulatory requirements.	This product is not designed to support consumers who do not own and wish to insure a property overseas.	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.
Personal accident	Personal accident insurance is a commercial product designed for UK-based businesses, freelancers, the self-employed and sole traders who generally buy employers' and public liability.	Both individual customers and companies wish to protect themselves and their staff in situations of ill health, injury or death. They wish to mitigate against an economic impact they suffer through the loss of an individual due to serious injury, sickness or death.	This product is not designed to support customers who are not running a commercial enterprise.	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.
Producers E&O	Producers E&O insurance is a commercial product designed for producers of TV programmes, films and similar type content, who require breach of rights cover for claims brought by third parties arising out of that content.	Requirement to buy cover will frequently be a contractual pre-requisite for any sales. Customers (insureds and additional insureds) are covered in the event that they are sued for 'breach of rights' claims arising out of the programme content, including defamation, usage without appropriate licences, or plagiarism.	Specialist product aimed at a small, core, market. The product is not designed to support customers who are not within the definition of the target market.	This product is only offered through brokers, on an advised-sale basis. No direct offering. Our EEA business is written via a Lloyds Insurance Company Europe coverholder agreement operated by Media Insurance Services Ltd. in Dublin. They have the capability to operate as both broker and cover holder for the same risk. Australia/New Zealand risks are written open-market as a stand-alone policy, and also within the SURA Lloyds delegated authority if bought as part of a package.

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Professional indemnity	Professional indemnity insurance is a commercial product designed for UK individuals, SMEs, large companies and multinationals.	Customers require cover in the event that they receive a claim against them for errors or omissions, negligence, breach of confidentiality and other similar issues.	This product is not designed to support customers who are not running a commercial enterprise or those who are not based in the UK.	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.
Professional legal liability	Professional legal liability insurance is designed for UK-registered charities, clubs, non-profits or associations.	Customers require cover in the event that they face allegations of failing to manage the affairs of the business correctly. Appropriate financial protection for this risk is required as well as access to expert advice and legal support if an allegation is made.	This product is not designed to support customers who are not within the definition of the target market.	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.
Property away and in transit	Property away and in transit insurance is a commercial product designed for businesses who travel with equipment.	Customers may own property which they need to take away from their premises when attending exhibitions or promotional events and require insurance to protect them when this property or equipment is accidentally lost, damaged or stolen.	This product is not designed to support customers who do not travel with property or equipment.	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.
Public liability	Public liability insurance is a commercial product designed for UK-based SMEs.	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.	This product is not designed to support customers who are not running a commercial enterprise or those who are not based in the UK.	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.

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Technology professional indemnity	Technology professional indemnity insurance is a commercial product designed for businesses operating in the technology industries including freelancers, micro SMEs, SMEs, large UK-based entities and global businesses.	Customers require insurance for claims brought against them for breach of contract, defamation, infringement of intellectual property rights, negligence, breach of confidence and invasion of privacy arising out of their professional services for clients These losses could potentially put customers out of business therefore they look to an insurance policy to offset the cost of these and protect their balance sheet.	This product is not designed to support customers who are not running a commercial enterprise in the technology industry.	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.
Television and film production package	A package policy covering the principal risks assumed by production companies in the physical production of content for TV, cinema and other media. Intended for TV and film production companies.	Producers (customers) require a one-stop package policy covering the key exposures associated with the physical production process of making content for TV and cinema.	This product designed for target market only – not a general product, and is only provided through brokers on an advised-sale basis.	This product is only offered through brokers, on an advised-sale basis. No direct offering. Our UK product is only provided through one broker, Media Insurance Brokers Ltd., who operate a binding authority on our behalf. Our EEA business is written via a Lloyds Insurance Company Europe coverholder agreement operated by Media Insurance Services Ltd. in Dublin. Both entities (UK and Dublin) have the capability to operate as both broker and coverholder for the same risk.
Trustees and individuals liability	Trustees and individuals liability insurance is a commercial product designed for directors and trustees of UK-based organisations.	Customers require cover in the event of an allegation of failing to manage the affairs of the organisation correctly. They require appropriate protection for this risk and access to expert advice and legal support.	This product is not designed to support customers who are not running a commercial enterprise or those who are not based in the UK.	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.

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Wedding cancellation – no longer open to new sales	Wedding cancellation cover is a retail product designed for individuals planning a wedding.	Customers require cover in case of irrecoverable expenses following the necessary cancellation, abandonment, curtailment or postponement of their wedding and honeymoon due to any insured cause beyond their control, or wedding planners with remit to arrange cover for their clients who are having events.	This product is not designed to support customers who are not planning a wedding.	This product may be sold via brokers on an advised or sale basis.