

## DISTRIBUTOR PRODUCT GUIDE

# Electronic Equipment Insurance

- This guide is for intermediary reference only.
- It doesn't contain the full terms and conditions of the contract of insurance.
- You can find more information about the product within the [policy overview](#).
- Full terms and conditions are within the policy documents; you can request to have a copy of these.

### Product design

We've provided electronic equipment insurance to businesses for over 25 years and work with industry experts such as the Association of British Insurers (ABI) and the Fire Protection Association and RISC Authority, in addition to our global partners across the Allianz Group. We draw upon this experience and insight, as well as customer research to ensure our products continue to add value and meet the evolving needs of our commercial property and casualty customers.

Electronic Equipment Insurance is a Commercial Lines General Insurance product. It's designed for businesses that own or hire in electronic equipment and want insurance protection from a range of events such as damage to equipment or reinstatement of lost data due physical damage to the data carrying materials or corruption of data without physical damage occurring.

The product is designed to provide the customer value by offering them the flexibility to buy a combination of covers that meet their specific needs. The policy overview provides details of the covers available.

### Target market

The target market for our Electronic Equipment Insurance product are established UK based mid-corporate business with a turnover up to £450 million, including but not limited to the following trade sectors:

- general manufacturing
- metalworking and precision engineering
- printing and publishing
- professional services
- producers or media, television or film
- medical equipment operators

We're able to provide insurance solutions for a broad range of businesses and are happy to consider those that sit outside of these parameters, however this product is not targeted towards:

- high hazard exposures, particularly where a long-tail claims profile or increased frequency for large loss potential exists
- electronic equipment dealers, repairers and maintenance companies

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- software houses
- temporary offices (computer bureaus)
- computers and audio visual equipment in educational establishments
- non-renewable covers
- businesses lacking in health and safety, risk protection control and risk management procedures.
- non-conventional insurance options, such as customers that run their own captives or require a layered insurance program
- companies with connections or links to sanctioned individuals or countries
- retroactive covers

This product isn't suitable for:

- a person acting for purposes outside their trade, business or profession
- non-going concerns or the retired
- obsolete equipment
- businesses that operate outside the UK and require a global insurance solution
- covering only normal office computer and IT equipment in isolation
- cyber liability requirements

We wouldn't expect this product to provide fair value to:

- businesses with very low level sums insured or exposures where we need to apply minimum premiums.

### Potential conflicts

The policyholder could be conflicted if they wish to make lots of small claims, just above the excess limit, as this may impact the terms offered at subsequent renewals.

### Product value assessment

Our product value assessment is based on the premium we charge for the cover and the services we Provide. We take a wide range of factors into consideration, such as historical and expected claims frequencies, incurred and projected claims costs, plus scenario analysis including likely economic and climatic trends, along with customer feedback.

We also consider how the premium is affected by the commission we pay the placing intermediary for the activities they conduct on our behalf. Any additional charges within the distribution chain may potentially erode the intended value of our product.

### Distribution strategy

Our Electronic Equipment Insurance product has been designed for distribution by insurance intermediaries that hold commercial agency facilities with us. They must have the appropriate level of understanding about the risks and exposures faced by their customers in the operation of their business