



DISTRIBUTOR PRODUCT GUIDE

Musical Insurance Public Liability

- This guide is for intermediary reference only
- This guide does not contain the full terms and conditions of the contract of insurance or replace the IPID
- You can find more information about the product within the [IPID](#) and full Terms and Conditions which [can be found here](#). Policy terms should be read in conjunction with each customer's policy schedule.

Product Design

We've been insuring musicians for over 60 years. We are part of the Allianz Insurance group, who provide products and services to a wide range of individuals and businesses throughout the UK. We are members of the Association of British Insurers and Chartered Insurance Institute.

The Allianz Musical Insurance team work with a variety of partners within the musical industry including charities, musicians groups, orchestras, retailers, repairers & manufacturers as well as a range of distributors. We continually draw upon the experience of working with these partners, using our contacts and insight as well as customer research, feedback and product data to ensure our products provide value and meet the evolving needs of our customers.

Allianz Musical Insurance, Public Liability cover

Our Public Liability cover is a General Insurance product designed to cover individual musicians, bands and ensembles of up to 30 people who wish to protect against the costs of compensation, claimants costs and expenses, legal costs and expenses for defending a claim against them resulting from legal liability to others, If property is damaged, or someone is killed, injured or falls ill as a result of an accident which occurs due to their musical activities, or musical products/merchandise they sell, in the UK and Europe (as defined in our policy terms and conditions).

Musical activities covered are defined as: Performing, Rehearsing, Auditioning, Teaching either at the **insureds' home/premises, a pupil's home or a public place** (excluding the arrangement or undertaking of overnight stays of any kind), Loading and unloading the musical equipment/instruments and setting up prior to, and clearing away after, a performance/gig, and Music production, editing, composing, mastering and recording.

Cover is provided on an annual or a short term basis from 1 day to 6 months. £1m, £2m, £5, or £10m limits of indemnity are available.

The product design provides value in addition to the core cover with benefits and cover extensions which enable musicians to protect their insured items and their ability to pursue their musical activities, including:

- Access to a legal helpline and online legal services providing legal advice and assistance for professional and personal matters, and access free to the Allianz online risk management support
- Ability to purchase Public Liability cover on a stand-alone basis, alongside Personal Accident Cover and/or Music Protect equipment cover.
- Pricing based on how many people are to be covered and how often they are active per year.

The product does not provide Employers Liability or Property **Owner's** Liability, nor any other liabilities not associated with the above defined musical activities.

Target Market

Our Target Market for the Allianz Musical Insurance Public Liability product is UK resident musicians, DJs, bands, ensembles, recording studios or music teachers who undertake musical activities as defined above, in public, or/and with other people.

Customers may be amateurs, semi-professional or professional.

Allianz Musical Insurance Public Liability cover is not suitable for:

- Those who are seeking cover for liabilities & other risks associated with the organisation of live events.
- Music teachers or other professionals who organise retreats or overnight stays.
- Those undertaking musical activities alongside physical or other therapy or medical treatment.
- Those who are operating outside of the UK and Europe, as defined in our Terms and Conditions.
- Musical or other retailers, repairers or manufacturers, or those who hire equipment for reward as their main activity.
- Customers who are not resident in the UK.

We will not take on customers who:

- Have been previously declined or have had their insurance cancelled by Allianz or another insurer.
- A history of non-disclosure / misrepresentation or Unspent criminal convictions, unless specifically declared and agreed by us as acceptable and unrelated to the material risk covered by Allianz.
- Significantly adverse claims history for public liability or associated risk
- Are under the age of 16 or over the age of 85

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

- Do not perform in public or work with others.
- Tell us they are active in public frequency, but in fact are only active in public rarely (and so would otherwise be able to obtain cover at a lower premium from us).

Product Value Assessments

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 the historical claims frequencies, incurred and projected claims costs, plus scenario analysis including likely economic, market and climatic trends, number of accepted and rejected claims, along with customer feedback, and feedback from our distributors and colleagues.

Product value risk is assessed on an ongoing basis, in response to internal and external factors, whenever we make a change and annually.

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

Distribution Strategy

Our Public Liability product has been designed for distribution by insurance intermediaries who hold an Allianz Musical Insurance agency with us. They must have the appropriate level of understanding about the risks and exposures faced by their customers, **present the customers' details to us accurately and without omission, and present our product to their customers clearly ensuring they are aware of the benefits and limitations of the product.** They must pay due consideration to any factors which may mean their customers are likely to obtain less value from the product than we would expect.