Tradespeople and Professionals

Review Type:	Product Approval
Review Completed:	Q3 2025
Review Period:	2024/25
Next Review:	2027

Product Target Market Statement (1/4)

Tradespeople and Professionals

What is this Product?

- Tradespeople and Professionals is a Commercial Lines Product suitable for Customers who require insurance for their legal liabilities, with the following mandatory covers provided:
  - **Public/Products Liability** - Cover for financial losses arising from liability for Damage to Property or injury to third parties.
  - **Legal Expenses**[1] - Cover for costs incurred in pursuing or defending the legal rights of the Customer's Business as a result of legal proceedings resulting from Employment, Taxation, and other disputes.

- Depending on the Customer's requirements, cover can be extended to include the following optional covers:
  - **Employers Liability** – Cover for legal liability to employees for bodily injury.
  - **Tools and Equipment**[2] - Cover for damage to tools and equipment within the Territorial Limits.
  - **Business Equipment and Business Stock** - Cover for damage to equipment, stock, and materials in trade.
  - **Contractors' All Risks -** Cover for damage to permanent and temporary works and constructional plant and equipment owned by or hired to the Customer including recovery if such items are unintentionally immobilised.
  - **Personal Accident** - Payment of a financial benefit in the event of accidental bodily injury to, or death of an employee.

- The key cover sections will have limits which are bespoke to the Customer and will be detailed in the Policy Schedule however the following limits of cover also apply:
  - Public Liability cover up to £10,000,000
  - Legal Expenses up to £100,000

What Customer need is met by the Product?

- This Product provides the Customer, with protection against financial losses arising from specific insured events relating to running a business where Public and Products Liability is required as a minimum. For example, liability for Property damage, or injury to a third party.

Who is this Product designed for?

- The Product is designed for Customers who are self employed, sole traders, small traders or homeworkers.
- Customers whose business has no more than fifteen employees.
- Customers who require protection offered by the compulsory Covers as a minimum.
- Customers with businesses domiciled in the United Kingdom of Great Britain and Northern Ireland, the Channel Islands, and the Isle of Man.

1. Please refer to Legal Expenses Target Market Statement for further detail.
2. Within the Territorial Limits of the United Kingdom of Great Britain and Northern Ireland, the Channel Islands, and the Isle of Man.

intact INSURANCE

Product Target Market Statement (2/4)

Tradespeople and Professionals

Who is this Product not designed to support, or are there any features that you should be aware of when offering this Product to Customers?

- Not suitable for private individuals or consumers wanting to insure their home.
- Customers whose business has more than fifteen employees.
- Customers who own or rent their own dedicated business located outside the boundaries of their home address other than premises used solely for storage.
- Customers/businesses that do not require the compulsory covers detailed as a minimum.
- Customers with businesses domiciled outside the United Kingdom of Great Britain and Northern Ireland, the Channel Islands, and the Isle of Man.
- Customers subject to any Economic Financial or Trade sanctions imposed by the European Union or United Kingdom, or any other prohibition or restriction imposed by law or regulation of the country of which the Policy is issued or would otherwise provide cover.

Vulnerable Customers

- This product has not been designed to target customer groups with a higher likelihood of vulnerability. However, we recognise that any customer may experience vulnerability at any time due to personal circumstances.
- We design all products with this in mind and aim to avoid features that could lead to poor outcomes for customers with characteristics of vulnerability.
- Our colleagues and distributors are expected to be able to recognise when a customer may be in vulnerable circumstances and to respond with empathy and flexibility. This includes taking appropriate steps to understand the customer's needs and provide support that enables informed decision-making.

Can this Product be sold with or without advice?

- This Product can be sold with, or without advice depending on Distributor's preference, and in accordance with FCA regulations.
- This Product is supported by a Policy Summary.

How can this Product be sold?

- This Product can only be sold via a Broker or Intermediary.
- This Product can be sold face to face, via telephone, email or by submitting a postal/email application.
- The sales journey must identify Customer eligibility and that this Product, and any optional elements, are consistent with the Customer's demands and needs. The sales journey must also ensure that key details are presented to the Customer in a timely manner that allows informed decisions to be made.

Product Target Market Statement (3/4)

Tradespeople and Professionals

Eligibility and conditions, exclusions and excesses that may impact the outcomes that Customers may reasonably expect

- The Distributor must always consider whether they have the correct product to meet the Customer's needs.
- Eligibility and risk acceptance criteria will restrict access for certain risks which are outside of Intact's current strategy and risk appetite. Key eligibility and risk acceptance criteria include:
  - Trade Type;
  - Geographic location of the Business;
  - Cover limits requirements;
  - Claims history.
- Policies for this Product are individually underwritten and individual indemnity limits, exclusions, and excesses that apply will depend upon the risk insured and will be stated in the Policy Quote and the Policy Schedule.

Product Target Market Statement (4/4)

Tradespeople and Professionals

How is the value of this Product assessed?

- We assess Product Value using quantitative (i.e. metrics) and qualitative information (e.g. processes and controls), including data from our Distributors relating to service and remuneration[1], as appropriate.
- This Product has been approved in line with Intact's Product Governance processes, including consideration of:
  - the value of the Intact Product: this includes: (i) Cover – whether the level of benefits and relevant exclusions offers value to the Customer, (ii) Utility – whether the Product is being used by the Customers of the intended target market, and (iii) Intact Service – whether the type and quality of services being provided is reasonable for the Customer,
  - the impact of distribution on the value: this includes whether Distributor remuneration is appropriate and bears a reasonable relationship to the services provided to the Customer, by the Distributor. If there are concerns, Intact will follow up with the relevant Distributors to agree remedial action.

- Based on the assessment performed, we have established that this Product is compatible with the objectives, interests and characteristics of Customers of the intended target market and that the distribution strategy is not detrimentally impacting the overall Product Value. We have therefore concluded that this Product provides fair value to Customers.

What are the obligations of our Distributors?

- Manufacturer notification – all intermediaries must regularly review their product distribution arrangements to ensure they remain valid and up to date. Distributors must notify the Manufacturer as soon as practically possible if there are any value concerns for which remedial action is required.
- Remuneration – Distributors must ensure that any remuneration received, including any commission paid away to other parties in the distribution chain, for an insurance product does not result in the product ceasing to provide fair value to the Customer.
- Provision of information – if so requested, Distributors must provide the Manufacturer with: (i) information on the Distributor's remuneration in connection with distribution of the insurance product; (ii) information on ancillary products or services that may impact the intended value of the Manufacturer's primary insurance product; and (iii) confirmation that the distribution arrangements are consistent with the obligations of the firm under the FCA Handbook including SYSC 10 (Conflicts of Interest) and SYSC 19F.2 (IDD Remuneration).
- Price optimisation – if the Distributor is a price-setting intermediary, unless there is a reasonable basis, firms should not increase the price of the insurance product based on: (i) policies being subject to auto renewal compared to policies that are not subject to auto renewal; (ii) the Customer's vulnerability or any protected characteristics (unless the firm can rely on them under the Equality Act 2010); and (iii) where Customers purchase the policy using Retail Premium Finance.

1. Remuneration includes commissions, fees, charges, payments, and other economic or non-economic benefits.