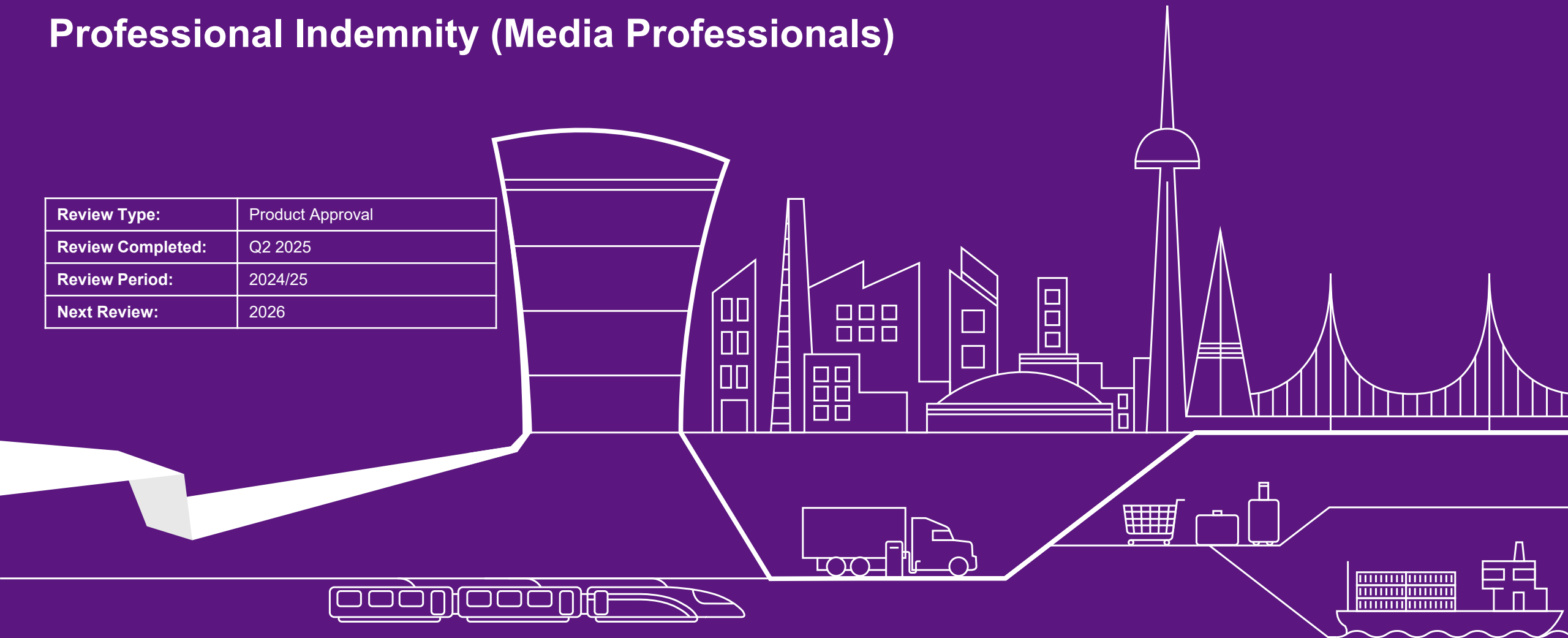




# Professional Indemnity (Media Professionals)

<b>Review Type:</b>	Product Approval
<b>Review Completed:</b>	Q2 2025
<b>Review Period:</b>	2024/25
<b>Next Review:</b>	2026





# Product Target Market Statement (TMS) (1/2) Professional Indemnity (Media Professionals)

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## What is this Product?

- Professional Indemnity (Media Professionals) is a Commercial Lines Product designed to protect Media Professionals against third party financial losses incurred through the conduct of their Professional Business including breaches of their professional duty.

## What Customer need is met by this Product?

- This Product provides protection for Media Professionals in respect of Civil Liability for damages and claimant's costs and expenses incurred in connection with the conduct of their Professional Business.

## Who is this Product designed for?

- This Product is designed for Media Professionals such as Advertising Agents and Market Researchers including Sole Traders, Small or Medium-sized Enterprises, and large corporates that provide professional advice or service for a fee.

## 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?

- Customers providing goods or services without a distinguishable professional design or advice element to the contract.
- Customers needing trade specific coverage outside of the Media Profession, including those mandated by professional/trade bodies.
- Customers that have an existing policy in place providing the same coverage and whereby purchasing this Product would give dual cover.
- Customers domiciled or headquartered in North America.
- 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 this Policy is issued or would otherwise provide cover.

## Can this Product be sold with or without advice?

- This Product can be sold with or without advice depending on the 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 is suitable to be sold by Brokers (Distributors) through online, face to face, telephone, email, or postal application channels.
- The sales journey must identify Customer eligibility and that this Product is 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.

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

- The Insurer shall not be liable in respect of the first £1,000 of costs and expenses incurred during the defence of any criminal proceedings brought against the Insured.
- 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 may be suitable for this Product but are outside of RSA's current strategy and risk appetite.
- Policies for this Product are individually underwritten so 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 (TMS) (2/2) Professional Indemnity (Media Professionals)

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## 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<sup>1</sup>, as appropriate.
- This Product has been approved in line with RSA's Product Governance processes, including consideration of:
  - the value of the RSA 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) RSA 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, RSA 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 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 review their product distribution arrangements at least every 12 months and consider the impact of remuneration against the intended value of their products. 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 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.