Product: Homeowners Embedded Personal Cyber

Manufacturer Information

Product information

This product is a Homeowners package with embedded personal Cyber. The product covers physical damage to various interests for private homeowners, including but not limited to; buildings, contents, cyber cover and other structures, additional living expenses, removal of debris and reasonable repairs can also be provided as standard core coverages as well as a range of optional additional extras.

Cyber coverage offers a degree of certainty in the event of a cyber related incidents including identity theft, ransomware, cyber attack, cybercrime, and smart device attack. This wide range of cover will effectively protect consumers from the threat of cyber criminals whilst reducing the impact to individuals in the event of a loss.

Homeowners Core Cover:
The product can include a range of coverages which the customer can choose to meet their requirements as a homeowner, which could include;

- Property Damage Physical damage to property covered by the policy under various named perils and/or on an All Risks basis (subject to certain conditions and exclusions). Named perils will be agreed when the cover is purchased based on the insured's specific needs. Named perils can include; Fire, Theft, Explosion, Flood, Windstorm, Earthquake.

- Additional Living Expenses resulting from property damage caused by an insured peril as above, that results in the insured suffering financial loss, for example, having to pay for alternative accommodation.

- Personal Liability is generally included (but can be excluded at the insured's request) to protect homeowners or residential tenants if a suit is bought against them by a third party for damages, or other fees are required to be paid, as a result of property damage or bodily injury.

Cyber Core Cover:
- Cyber-attack - Costs incurred as a direct result of a cyber attack by a hacker including:
    - Restoration of computer system
    - Replacement of computer system where economical restoration was not possible
    - Retrieval and restoration of data to the computer system
- Extortion - recovery costs or ransom payment if a hacker holds the insured party to ransom or threatens to reveal sensitive data, introduce malicious software or create additional damage or destruction until a ransom is paid.
- Cyber Crime – costs to replace personal documents incurred solely as a result of either credit card fraud or a phishing attack.
- Smart Devices and Wearables – restoration of connected home devices to condition prior to the cyber-attack.

Insureds will be given access to the CyberClan incident hotline under their cyber section of the policy. This provides the insured with a phone number, accessible 24/7, to call in the event of an incident even if no financial loss.

Target market

This product is designed for individual private homeowners across Canada and the USA who seek comprehensive protection for their personal property and cyber-related risks, including cybercrime and identity theft. It is particularly suitable for those who may face challenges obtaining coverage through standard, local, or company insurance markets due to factors such as:
- Exposure to large-scale or catastrophic risks
- Limited underwriting capacity in local markets
- Non-standard features of insured properties

Coverage is available for both standard and high-value homes, with property limits up to CAD 3.75 million for standard homeowners and CAD 4.8 million for high-value residences.

Types of customer for whom the product would be unsuitable

This product is not suitable for:

- Individuals located outside of Canada and the United States
- Customers seeking commercial property or commercial cyber insurance
- Landlords insuring residential properties they do not personally occupy
- Individuals who do not require cyber coverage
- Customers seeking a standalone personal cyber policy

Additionally, the product may be less appropriate for individuals who operate a trade, business, or profession from their home, where a dedicated commercial cyber policy may be more suitable to address business-related exposures.

This product is not approved for distribution within the United Kingdom, European Economic Area (EEA), Australia, New Zealand, or South Africa.

Any notable exclusions or circumstances where the product will not respond

Property

1. Exclusions & Conditions:

If agreed terms and conditions (including warranties and conditions precedent) that were agreed with the customer when the policy was placed have not been adhered to, this could mean the claim will not be paid. For example, if the customer leaves the property vacant for a length of time that exceeds the limit stated in the policy wording, then a claim that occurs while the property had been left vacant for that period may not be paid.

Standard exclusions include "as a result of":
Nuclear/Biological/Radiation Contamination
War - any loss caused by war
Infectious diseases - any non physical damage loss caused by infectious diseases
Terrorism - any physical or non-physical damage or loss caused by acts of terrorism. Unless a Terrorism optional coverage is purchased.

2. Limits of Liability:

Limits are agreed for each section of the policy and can differ for each defined peril and defined coverage item. This will be agreed with the policyholder and be stated in the policy documentation

Depending on the needs of the client, there may be sublimits within the policy for certain extensions of coverages or perils. Claims made under optional extensions of cover purchased or perils subject to sublimits which are above those sublimits will not be paid.

3. Excess (Deductible) Amount:

This will be agreed with the customer and stated clearly in the policy based on their particular needs.

Cyber

Limitations:

- Consultation with the Cyber Helpline prior to making a claim.
- Incidents to be reported no later than 15 days after discovery by the insured.
- Insured to ensure that original data is backed up at least every 30 days and where there is a service contract the terms of service between the insured and the service provider allow for data to be backed up.
- Passwords must be changed from the default password.
- Computer system must have anti-virus software installed.

Exclusions included but not limited to:

- Bodily injury
- Any loss that relates to or is used for the purpose of the insured's trade, business or profession or any other capacity other than the insured's personal capacity.
- Any liability arising from your connected home device
- Ransomware monies surrendered in a face-to-face encounter
- Amounts owed to a third party for damages, fines or penalties.

- Any monies that are reimbursable from the insured's credit card company, bank or other financial institution.
- Costs to defend or institute legal proceedings
- Loss of internet connection.
- Property damage
- Theft of any possessions including when credit cards have been physically stolen

(i) Limits of liability:
Limits are agreed for each section of the policy and can differ for each defined peril and defined coverage item. This will be agreed with the policyholder and be stated in the policy documentation

Depending on the needs of the client, there may be sub-limits within the policy for certain extensions of coverages or perils. Claims made under optional extensions of cover purchased or perils subject to sub-limits which are above those sub-limits will not be paid.

(ii) Excesses & deductibles
This will be agreed with the customer and stated clearly in the policy based on their particular needs.

Other information which may be relevant to distributors

This product should be sold in line with FCA or local regulations and can only be sold by a regulated insurance distributor.

Where Distributor 1 sells this Product via multiple other distributors (via sub-delegation or sub-broking), it is their responsibility to ensure all distributors have been provided this document, have reviewed it and understand the content. If there is any additional remuneration, including commissions, fees or other 'non-standard' remuneration charged to the customer by other distributors, it is the responsibility of Distributor 1 to inform TMK of these details accurately and in full. Distributors are expected to fully understand the eligibility criteria, covers and exclusions of the product.

Sales journeys must identify customer eligibility and ensure that key information and choices to be made are presented to customers in a way that supports a customer through the process of understanding core cover and configuring optional elements of insurance to suit their specific demands and needs.

This product can be sold face to face, via telephone, online systems, electronic communications or a mix of these methods, as long as customers are provided with sufficient information to make an informed decision regarding the suitability of the product.

This product can be sold with or without advice in line with FCA regulations or local regulations if the distributor is regulated outside of the UK.

Commission & Fees

If there is a coverholder in the chain, they are expected to ensure that maximum commission rates do not exceed those stipulated within the Binding Authority Agreement.

The coverholder is expected to maintain oversight of all broker commissions (where applicable) and, where there may be a risk to product value, remedial action should be taken immediately including notification to Tokio Marine Kiln.

Brokers are reminded of their own regulatory obligations in relation to remuneration under PROD 4.3.6 as well as the requirements to make all necessary disclosures to the customer.

Where there are any fees charged by any member of the distribution chain these should be:

- commensurate with the service provided by the distribution.
- not have an adverse impact on customer value; and
- distributor should ensure that TMKS is made aware of the fee amount and/ or method of calculation.

How value is assessed

Value is assessed based on a number of metrics, including underwriting, claims and complaints information as well as through broker and coverholder engagement. Remuneration paid as set out in our agreements with distributors has been considered as part of the value assessment. If additional add-ons (including premium finance) are sold alongside this product or additional remuneration is charged, this may affect the value for the customer. Further information on our product approval processes can be obtained on request.	
Date Fair Value assessment completed	October 2025
Expected date of next assessment	October 2026