

## Product: Personal Cyber Affinity Schemes

| Manufacturer Information  |
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| <p><b>Product information</b></p> <p>The product provides indemnity to individuals as part of an affinity insurance programme, when their information security processes fail because of a cyber-attack, phishing or ransomware demand. The product has been designed to be sold to larger commercial entities, charities or affinity groups such as a trade association who in turn can add value to their customers/ members by offering their members/ customers an insurance solution that is designed purposely around their interests</p> <p>The policy is purchased by individuals seeking to insure themselves for liabilities associated with:</p> <ul style="list-style-type: none"> <li>- <b>Cyber-attack</b> - Costs incurred as a direct result of a cyber-attack including restoration and/or replacement of computer system and/or the retrieval and restoration of data on the computer system</li> <li>- <b>Extortion</b> - recovery costs and/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.</li> <li>- <b>Identity Theft</b> - credit monitoring for the insureds.</li> </ul> <p>Optional additional extra coverage is available to purchase, covering:</p> <ul style="list-style-type: none"> <li>- <b>Cyber Crime</b> - reimbursement for an insured's financial loss following scams such as phishing and/or credit card fraud.</li> <li>- <b>Smart Devices and Wearables</b> - restoration of connected home devices to condition prior to the cyber-attack.</li> <li>- <b>Online Shopping Fraud</b> - Fake or fraudulent website created by a third party to induce an insured into purchasing goods that will never be delivered</li> <li>- <b>Cyber Bullying</b> - Two or more similar acts of harassment, including defamation of character, invasion of privacy, or threats of violence that are committed to an insured via a connected home device</li> <li>- <b>Cyber Stalking</b> - Malicious use of your computer system to stalk, abuse or control you as evidenced by unwanted and persistent tracking of your whereabouts, monitoring your activities with threatening effect</li> <li>- <b>Homeworkers Extension</b> - Security breach of your home business. This includes but is not limited to malware attacks, cyber extortion threat or identity theft.</li> </ul> <p>It is noted that each optional additional extras will be subject to their own clauses, conditions, limits and exclusions.</p> |
| <p><b>Target market</b></p> <p>This product is suitable for group/ master policies purchased by commercial entities, charities, affinity groups, trade/governing bodies and professional associations across a wide variety of sectors for individual beneficiaries, outside of the UK.</p> <p>Distribution via affinity schemes may also involve a fronted reinsurance structure.</p>  |
| <p><b>Types of customer for whom the product would be unsuitable</b></p> <p>This product would not be suitable for commercial entities (except for group policies with individual beneficiaries), or individuals purchasing on a standalone basis.</p> <p>This product may be less suitable for individual beneficiaries engaged in a trade, business or profession operated from their home where a separate commercial cyber insurance policy may be required to cover activities undertaken that relate to a trade, business or profession.</p> <p>This Product is not approved for distribution in the UK.</p>  |
| <p><b>Any notable exclusions or circumstances where the product will not respond</b></p> <p><b>(i) Exclusions:</b></p> <ul style="list-style-type: none"> <li>- Bodily injury</li> </ul>  |



- 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

**(ia) Other conditions / restrictions on cover:**

- 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.

**(ii) Limits of liability:**

- Limits of Liability will be clearly stated in the schedule and members documents.

**(iii) Excesses**

- Excesses will be clearly stated in the schedule and members documents.

**Other information which may be relevant to distributors**

This product should be sold in line with FCA 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.

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

Policies may be sold:

- as an employee benefit, whereby the employer purchases cover on behalf of all employees
- an additional benefit as part of another commercial contract e.g. a mobile phone or broadband contract
- as part of a packaged bank account / credit card offering 4) as an additional benefit to trade professional association members.

As this product will be distributed via affinity schemes, the personal cyber product may be sold alongside a number of non-insurance products including most commonly:

- Bank accounts and/or credit/debit cards.
- Telecoms services (e.g. mobile phone contracts)

**Commission & Fees**

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 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.

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| Date Fair Value assessment completed | April 2025    |
| Expected date of next assessment     | November 2026 |