

Aviva Business Travel Target Market Statement

This document has been prepared by Aviva Insurance Limited to provide an overview of our Commercial Lines Business Travel Insurance product. It is intended to help distributors understand the target market for this product, at new business and at point of renewal. In addition, distributors should consider whether any changes in circumstances which may result in some features of the product no longer being suitable (for example distribution channel, features/covers, communication method and payment method).

Aviva Insurance Limited will overlay some eligibility and risk acceptance criteria which will be applied and shown through the quote process. This will result in some customers for whom the product is suitable not being eligible due to our current risk appetite.

Aviva Insurance Limited is the Product Manufacturer for this product and may source elements of cover from third parties. Full details are contained within the policy documentation.

Eligibility Criteria?

- Is not available to destinations where, at the time of booking, the Foreign, Commonwealth & Development Office advise “against all travel to”.
- Is available where any single trip does not exceed 60 days.
- Applies to UK based directors and employees of UK domiciled companies.

Who is the Aviva Business Travel product suitable for?

- Business Travel insurance helps protect the business owner and/or their employees who experience accidents, medical emergencies or security incidents while overseas for work.
- Customers who require an annual policy with automatic cover for all journeys, saving the time and effort of arranging individual travel policies for each trip.
- Customers who want to mitigate the financial consequences of non-medical mishaps during a business trip such as cancelled flights or lost baggage.

Who is this product not suitable for?

- If travelling against the advice of a medical practitioner.
- When the purpose of the trip is to receive medical treatment or advice.
- This product is not suitable for consumers as defined by the FCA. A consumer is classed as any person who is acting for purposes which are outside their trade or profession.
- Customers that require short term non-renewable cover e.g. single trips.
- Customers that cannot afford the annual or monthly premiums.

How can Aviva Business Travel be sold?

- Aviva’s Business Travel product is suitable to be sold face to face, via telephone or digitally.
- This product can be sold with or without advice depending on your preference and in line with FCA regulations.

What features should you be aware of when considering this product?

- In the event of a medical emergency or if an insured person is in a life-threatening situation while overseas, it is important that the insured person or customer contact our Emergency Assistance provider Cega Assistance.
- The product comes with Aviva's Travel Assistance App, a complimentary service to set up alerts, access 200+ country reports and create business travel insurance certificates.
- Business Travel is available to purchase individually or combined with our Group Personal Accident product.
- Our Business Travel cover also protects the business owner's family members while on a business trip and includes director's leisure travel as standard.
- Offering free employee support in relation to wellbeing outside of the policy coverage. This includes mental health guidance/tools by expert clinicians, mental health training for leaders, cancer care support, gym discounts and counselling services.
- We recognise that some individuals have additional support needs, such as alternative formatted documents, when purchasing or understanding our products. Aviva Insurance Limited is committed to helping meet these needs. If additional support is required, please contact us to discuss how we can assist the customer.
- 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.
- Whilst there is a degree of complexity driven by the need to select appropriate optional additional covers and tailor configurable elements of insurance, each element, limit or choice is sufficiently simple for customers to understand without advice as the underwriting method frees customers to engage with their over selection. This alongside the annual renewal process, enables familiarity in order to support their decision making.
- Customers who pay their premiums monthly are more than likely to pay a higher premium than those who pay their premium annually, therefore consideration needs to be given regarding affordability.

Optional additional covers/Extensions which are available with this product:

Ways to enhance cover - These options come at an additional cost and can be added to core cover to provide more comprehensive benefits

Product cover option	This product is designed to provide financial protection if	Who could this option be suitable for?	Who is this product not designed to support, or are there any features that you should be aware of when offering this product to your customers?
Premium Finance	This product is designed to allow customers to finance their premiums using a loan. It offers customers the option of spreading their annual payment across the term. The customer will need to pay an interest rate on the loan during this period.	Customers who want to manage their finances on a monthly basis or do not have the finances to pay the insurance premium upfront.	<ul style="list-style-type: none"> ● Customers who do not want to pay any interest on their premium. ● Customers who want to pay their insurance premium annually.

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