For distributor use only. Not approved for use with customers.

# Aviva Digital Property Owners Insurance Target Market Statement

This document has been prepared by Aviva Insurance Limited to provide an overview of our Commercial Lines Digital Property Owners 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 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?

- Business customers, leaseholders and/or resident management companies based in Great Britain, Northern Ireland, the Isle of Man, or the Channel Islands can be offered cover for up to 20 properties.
- Customers must require buildings sums insured limits less than*:
  - £10m for purpose built flats
  - £7.5m for converted flats and mixed use properties
  - £4m for all other residential properties
  - £10m for commercial properties.

*Limits vary dependent upon the occupant.

## Who is Aviva Digital Property Owners Insurance suitable for?

- Aviva's Digital Property Owners Insurance product is designed for business customers, leaseholders, and/or resident management companies who are property owners and are seeking insurance protection for up to 20 properties in Great Britain, Northern Ireland, the Isle of Man or the Channel Islands with a total building sum insured within the limits stated under the Eligibility Criteria.

## Who is this product not suitable for?

- Businesses who do not rent out or lease properties.
- 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 who require short term non-renewable cover.
- Customers who cannot afford the annual or monthly premiums.

## How can Aviva Digital Property Owners Insurance be sold?

- Aviva's Digital Property Owners Insurance 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?

- The properties can be residential, commercial or mixed-use properties.
- 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 cover selection. This alongside the annual renewal process, enables familiarity in order to support their decision making.
- Customers have the flexibility to choose how to pay their premiums: monthly or annually, as best meets their needs.
- Digital Property Owners Insurance is a packaged commercial insurance product comprising the following core covers: Property Damage, Terrorism, Property Owners Liability, and Legal Expenses.

## 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?** |
| **Landlord's Contents** | Damage occurs to furniture, furnishings, fixtures and fittings, refrigerators, dishwashers, washing machines, microwaves and other white goods, within the building and belonging to the customer or for which they are responsible. | Customers who want to cover their contents for which they are responsible at their premises. | • Customers who don't have any contents for which they are responsible at their premises.<br>• Cover includes contents that they are responsible for within common areas. |
| **Employer's Liability** | Legal liability to employees for bodily injury which happens in the course of working for the business. | Customers who are required by law, to cover their employees. | • Liability in respect of liquidated damages, penalty clauses and fines.<br>• Work in or on, or travel to or from any offshore installation or support vessel.<br>• Bodily Injury of employees whilst carried in or upon a vehicle.<br>• Cover for acts of terrorism is limited to £5,000,000 per event. |

Aviva Insurance Limited. Registered in Scotland, No. SC002116. Registered Office: Pitheavlis, Perth PH2 0NH. Authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority. Firm Reference Number 202153.

BCOPO16951 10.2026