

# Cyber Cover

## Introductory statement

**FCA Product Intervention and Product Governance Sourcebook rules ("PROD") require product manufacturers such as Intact Insurance to share information with distributors about the intended target market for their products.**

This Target Market Statement explains the types of customers our product is designed for, types of customers for whom it would not be suited and how we expect it to be distributed. It is not intended for customers or operational sales staff.

In many instances, customers may have need for more than one product and they may then be offered a combination that would be compatible with those needs, subject to the eligibility criteria for each product. They should not be offered combinations of products that do not provide fair value.

Risks of customer harm can be avoided by ensuring the customer's needs, objectives, interests and characteristics are met by the product and coverage selected, taking into account and adjusting for any aspects that may make them vulnerable customers (e.g. poor health, resilience or capability).

## Target market – target customer statements

### Target market needs statement

This policy meets the needs of businesses using technology or involved in the storage and use of data, and have retained the services of a professional insurance intermediary to advise them.

These customers will require this additional protection to complement other Intact Insurance products for the risks outlined in "available covers" below, which cater for a variety of cyber and IT related events.

### Target market objectives statement

Our target market seeks to be covered to ensure it is able to continue to operate despite otherwise serious eventualities, such as becoming a victim of cyber crime, unintentionally transmitting a virus, data breach or damage to hardware or data. This risk transfer enables more effective use of business capital and management resources and helps fulfil the business's obligations to employees, customers and wider society.

### Target market interests statement

Our target market is looking for a product that allows flexibility in cover, that can be tailored to the specific needs of their business in both covers provided and limits available.

### Target market characterisation statement

The majority of risks underwritten by Intact Insurance UK Limited under this product are UK-based small to medium sized enterprises across a broad range of sectors who retain the services of a professional insurance intermediary.

## Distribution

This product is only available through professional intermediaries via our regional trading teams. It can be sold with or without advice. We suggest it can be sold either face to face or via the telephone.

Target market – target compatible customer groups

Who this product is for	Who this product is not for
UK-based businesses	Businesses based outside the UK
Businesses that have other covers provided by Intact Insurance, as this standalone policy is to complement those	Businesses whose main business insurance is not provided by Intact Insurance
Businesses that require a range of covers (see below) to meet typical business needs	
Businesses interested in transferring financial risk by insuring with an A rated insurer (A2 Moody's)	
Businesses with modern machinery that is well maintained	
Established businesses with a proven 3–5 year claims experience	
Businesses with strong risk management cultures	
A broad range of trades are acceptable, but especially those in manufacturing, wholesaling, retail, professional services and leisure sectors	

Available covers

This is a modular product that allows intermediaries to create a commercial insurance solution tailored to the customer. The following covers are available:

Cover	1. 1. Computer & Cyber – Cyber Crime	Mandatory?	Yes
Financial loss because of hacking into the Insured's telephone system or fraudulent input or alteration of data in the Insured's or their service providers' computer system resulting in money or goods being transferred			
Cover	1. 2. Computer & Cyber – Cyber Liability	Mandatory?	Yes
Damages and defence costs for claims because of data breach, failure to prevent transmission of viruses to third parties, loss of reputation or breach of intellectual property rights as a result of content sent from the Insured's computer or online material			
Cover	1. 3. Computer & Cyber – Data Breach Expense	Mandatory?	Yes
The cost of professional legal, forensic IT, PR and crisis management services following the Insured's failure to keep to their legal obligations under data protection regulations of personal data, the Payment Card Industry Data Security Standards or privacy statements			
Cover	1. 4. Computer & Cyber – Cyber Event Loss of Business Income	Mandatory?	No
Cover for loss of net income and continued operating expenses incurred following a cyber event or prevention of access			
Cover	1. 5. Computer & Cyber - Hardware	Mandatory?	No
Cover for damage, loss, corruption and breakdown of computer and electronic office equipment at an insured location and portable equipment globally			
Cover	1. 6. Computer & Cyber – Data Corruption & Extra Cost	Mandatory?	No
Costs of investigating and reconfiguring the computer system of the Insured or their service provider and restoring and recreating data. Extra costs to prevent or reduce the computer system disruptions because of a cyber event, damage to hardware or prevention of access			
Cover	2. Terrorism	Mandatory?	No
Damage to property insured in Great Britain and consequential business interruption			