

22 February 2018

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### **Branko Ltd**

### FCA compliance consultants

- \* BIBA Compliance Manual
- \* Engaging Events
- \* Tailored Solutions









### **Format**

- ICOBS as part of an overall Conduct Risk Agenda
- IDD changes you need to make by
   October 2018



### **Today's learning outcomes**

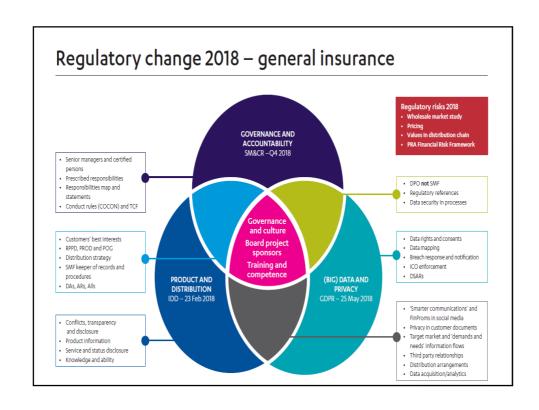
- By the end of this briefing you will have gained an <u>insight</u> into changes required when the IDD comes into force
- 2. Other things to think about!



### What makes for a great event?

- Participation
- Share experiences
- Ask questions
- Do debate
- · Don't feel awkward
- Swap business cards
- Connect with me on Linked in.





### **Brainstorm?**

- 1. What's giving you a regulatory headache at the moment and why?
- 2. Reflecting on any recent complaints what have they complained about and what have you done about it?
- 3. What progress have you made on GDPR, IDD and SMCR?

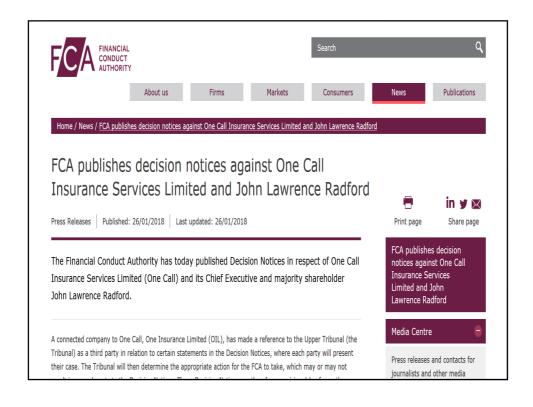


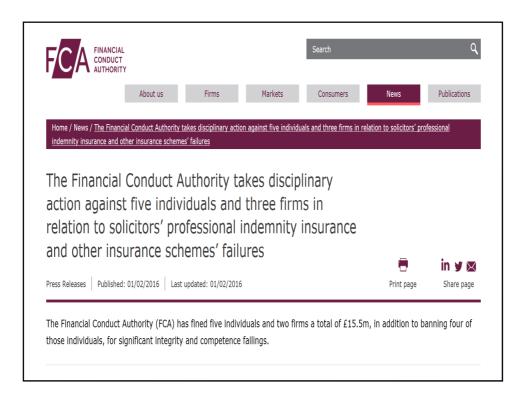
# 1. As part of Conduct Risk?

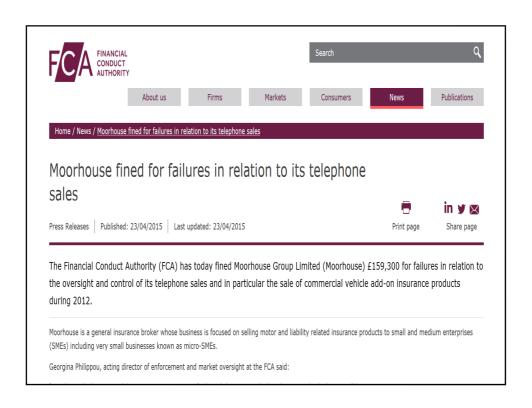


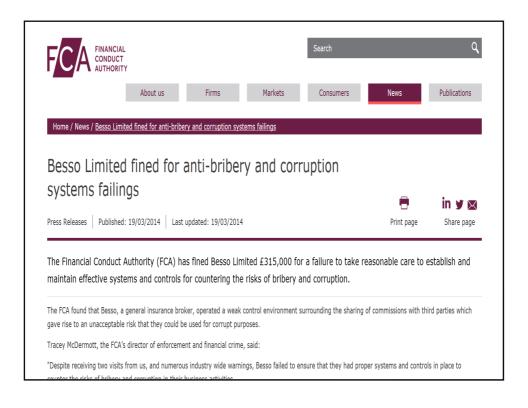
# Have we had failure in the GI broking sector?

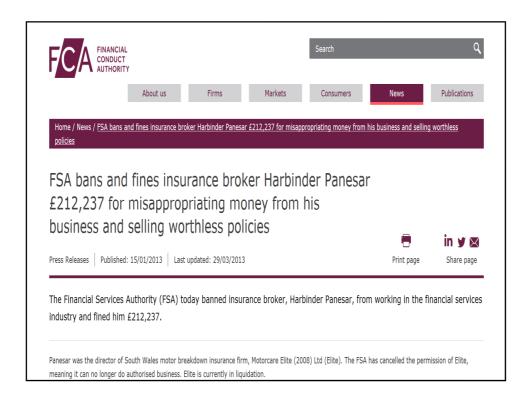


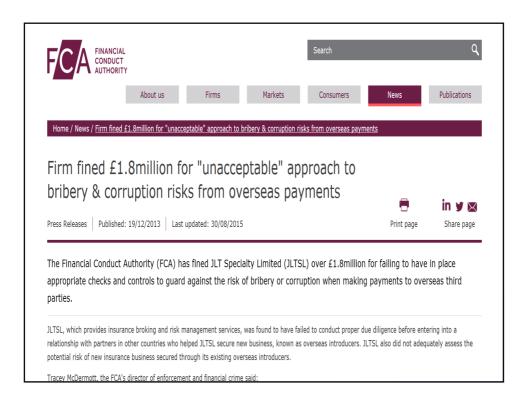






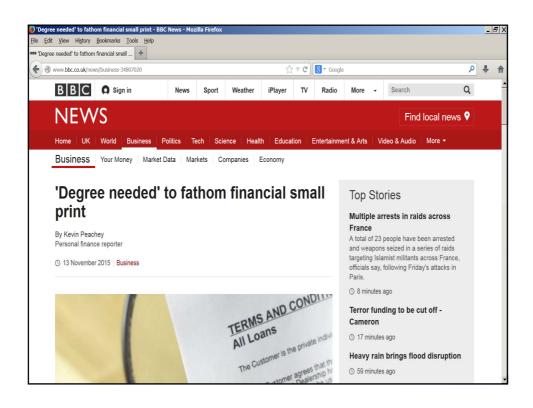




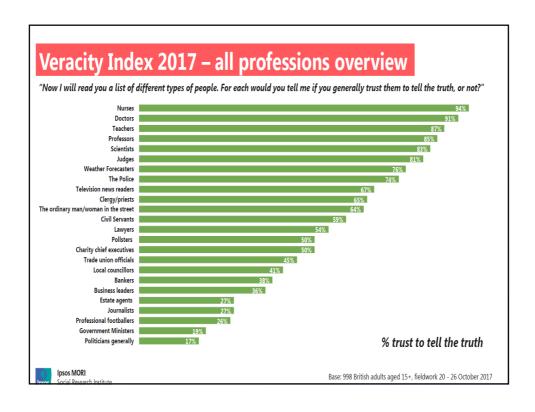


# Are we failing our clients?



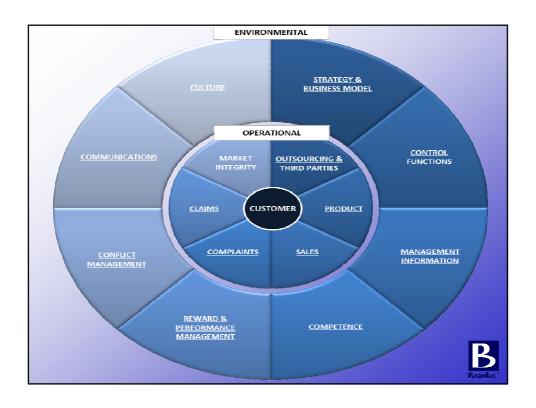






# Your job is HUGE!





Some firms' cultures, processes and products have been designed to enable them to profit from consumer errors and to exploit their superior access to, or understanding of, information on financial products and services





### What shapes Conduct Risk?

- 1. Corporate strategy and culture
- 2. Customer needs, sales strategy, product design and governance
- 3. Financial promotions
- 4. Sales and advice process
- 5. After sales information
- 6. Claims and complaints handling
- 7. MI and lessons learnt



## 2. IDD



### **Brainstorm?**

- 1. What is IDD all about?
- 2. What changes do you think you will have to make?
- 3. Have you made much progress?



### **Overview**

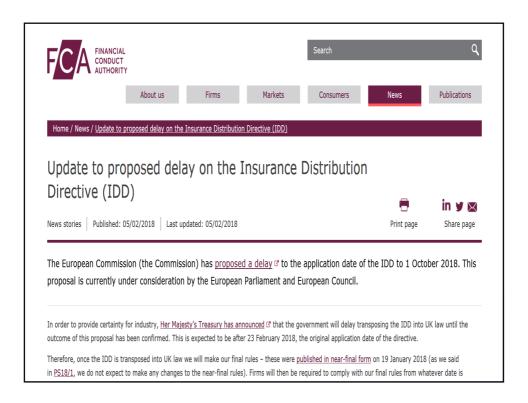
- IMD came into force 14 Jan 2005
- IMD2 sought to "improve regulation in retail insurance market in an efficient manner – aim to ensure a level playing field between all participants involved in the selling of insurance products and strengthening policyholder protection"
- Will happen despite and post Brexit and is much wider than IMD and has new requirements



### **Intended improvements?**

- Expand scope to all distribution channels;
- Identify, manage and mitigate conflicts of interest;
- Ensure sanctions are more harmonised;
- Enhance suitability and objectiveness of advice; and,
- Ensure sellers' professional qualifications match the complexity of products sold







## i. Application



### **Application**

- All persons who conduct insurance distribution (as defined) to customers
- New category of ancillary insurance intermediary (AII) – where insurance is ancillary to the main product/service
- FCA will re-label insurance mediation activities to "insurance distribution activities"



### **Application**

- ICOBS excludes reinsurance and large risks
- FCA will maintain (prescriptive) information disclosure requirements exemption for commercial large risks
- Certain requirements will apply to all intermediaries in the distribution chain – not just to those that interact with the customer



### **Customer Classification**

- IDD applies to both retail (consumers) and commercial customers
- Definitions under ICOBS remain the same



### **Client Definitions**

### Consumer

### Commercial

Any natural person who is acting for purposes which are outside trade or profession

A commercial customer is a customer who is not a consumer.

This is to match the DMD, but consumer is the same as retail customer

"Mixed use" treated as commercial.

If unsure whether consumer or commercial then you <u>must</u> treat as consumer.



### Group

Commercial legal Policyholder – "normally" "consumer" beneficiaries (e.g. group personal accident and PMI)



### Why is this important?

- There are different rules about what you need to give a consumer customer
- An 'assumption' is made that a commercial customer is more knowledgeable
- Large commercial customers have fewer rights, e.g. do not qualify for assistance from FOS and FSCS



## ii. Professional, Organisational and Prudential



# Professional, organisational and prudential

- 1. Staff knowledge and ability
- 2. Prudential requirements
- 3. Restriction on the use of intermediaries



### 1. Knowledge and ability

- Applies to insurers, insurance <u>and</u> reinsurance intermediaries
  - Product knowledge, applicable law, claims and complaints process, insurance market, ethics and financial competence
  - Under SYSC employers already ensure employees have the knowledge, skills and expertise necessary
- 15 hours (structured or unstructured) CPD minimum (to those involved in insurance distribution)
- IDD CPD records to be kept for 3 years



### 1. Knowledge and ability

 Other than required by TC, no minimum qualification is required but firms are expected to consider employees' compliance with IDD training and development when assessing their competence, and when certifying employees under proposed SMCR



### 2. Prudential

- FCA propose to maintain already existing requirements for PII - €1,25m per claim per year and €1,850m in the aggregate or 10% of annual income up to £30m
- Rules exist re excess levels and min spec for cover – legal defence and FOS



## 3. Restriction on the use of intermediaries

- All firms must only use authorised (or exempt) insurance intermediaries for insurance distribution services for the whole chain
- This goes beyond current rules that only apply to insurers
- New rules sit in MIPRU



# iii. Complaints Handling



### **Complaints**

- IDD requires process in place for customers and other eligible parties to register complaints and receive replies. This requirement applies to <u>all</u> types of insurance transaction, whether it involves a retail customer or a commercial customer, including reinsurance transactions.
- IDD requires "adequate and effective, impartial and independent out-of-court complaint and redress procedures" relating to customer complaints about insurance distribution activities which come within the scope of the IDD.



- Current DISP rules contain the following requirements:
- complaints from eligible complainants be handled in accordance with the complaints handling rules in DISP 1
- an appropriate and effective processes for dealing with complaints from parties who are not eligible complainants
- that complaints from eligible complainants can be referred to FOS
- These existing rules apply to business carried on from establishments in the UK.



- Now will include complaints about business carried on by UK firms from a branch in another EEA state
- FOS to apply to firms with establishments in the UK that eligible complainants are able to refer complaints from an establishment in the UK to the FOS including where this is done by incoming EEA firms
- FCA to consult on whether to widen scope to incl SME commercial customers



# iv. Conduct of Business



### 1. Overarching requirements

- 1. Act honestly, fairly and professionally in the best interests of customers
- 2. Communicate in a way which is clear, fair and not misleading
- 3. Label marketing materials as promotional rather than contractual?



- 4. All customers and all parts of the chain are subject to conduct of business general principles
- 5. New requirements will apply to authorised firms who distribute policies through exempt ancillary insurance intermediaries (you are responsible!)



### 2. Pre-contract disclosures

- 1. What type of firm are you (insurer, intermediary)?
- 2. Is a personal recommendation (advice) being made main product and any add ons?
- 3. Are you acting on behalf of the insurer or the customer? Does this change at any time?
- 4. Do you own 10% or more of an insurer or vice versa?
- 5. Is any advice based on a fair and personal analysis of the market?
- 6. Names of insurers where advice is not provided



- Intermediaries to disclose "nature and basis of the remuneration they receive"
  - Nature type (commission, bonus, profit share, other financial incentive)
  - Basis source (who from)
  - Remuneration incl non-monetary benefits
- Firms need to present this information in a <u>useful way</u> highlighting potential conflicts of interest (only for themselves)
- Actual amount disclosed only on request
- Fees up front incl those that may be charged
- On paper or other durable medium (customer should make the choice) incl renewals



5.25 The table below sets out some scenarios and whether they are likely to be compliant with our proposed rules and guidance.

Table 1: Illustrative examples concerning remuneration disclosure

Scenario	Likely compliant?	Comments		
We arrange the policy with the insurer on your behalf. You do not pay us a fee for doing this. We receive commission from the insurer which is a percentage of the total annual premium.	Yes	This gives a disclosure of the type of remuneration the intermediary received. It also explains the source of the remuneration.		
We receive commission from the insurer for selling this policy.	No	This does not state that the source o the commission is that it is included within the premium.		
When you take out a policy with us we charge you a fee of £50. In addition, the insurer pays us a percentage of the annual premium 14 days after the policy starts.	Yes	This provides the amount of the fee payable by the customer, and also gives an explanation of the other remuneration.		
Insurers pay us commission to sell policies on their behalf. They also provide us with periodic incentives (such as bonus payments) if we meet certain sales targets.	No	This does not state that the source of the commission is that it is included within the premium.		
When we sell you a policy the insurer pays us a percentage commission from the total premium. If the type of policy we sell reaches specific profit targets the insurer also pays us an additional bonus.	Yes	This gives an explanation of both types of remuneration the firm receives (or may receive).		
The insurer pays us a flat fee per policy to deal with claims on their behalf.	Yes	This gives an explanation of the type of remuneration and who pays it. However, it would be insufficient if the firm received more remuneration that just the flat fee.		
The insurer pays us a flat fee per policy to deal with claims on their behalf. Every month the insurer calculates the profit made on policies we administer. If this is above a certain amount they also pay us a share of this.	Yes	This gives an explanation of both types of remuneration the firm receives (or may receive).		

26 We have considered other possible approaches. These include:

## 3. Advised and non-advised sales

- All firms are required to identify demands and needs and ensure what is proposed is then consistent with those demands and needs (incl non-advised)
- Where a firm provides advice it has to explain why the proposed contract best meets the expressed demands and needs
- Clear and unambiguous format



### **FCA Proposals**

- Firms must take an active role in identifying customer's demands and needs and these then have to be specified, so, firms need to do:-
  - Identify the D&N and match them to available products
  - II. State the D&N and assist them in making an informed decision (highlight any gaps)
- For non-advised FCA do not expect a detailed investigation into customer's circumstances but should still identify D&N and provide cover that meets those D&N and then provide a generic statement

Scenario	Likely compliant?	Comments		
The customer is concerned about their cat falling ill. The firm offers only those pet insurance products which cover all vet's bills.	Yes	This is likely to be compliant as the firm has identified the customer's demands and needs, and offered only products which meet them.		
The customer is concerned about their cat falling ill. The firm offers all their pet insurance products, including accident only cover.	No	This is unlikely to be compliant as the firm has proposed contracts which are not consistent with the customer's basic need.		
The customer is concerned about their car not starting on a cold morning. The firm offers only breakdown insurance which offers cover at the home address.	Yes	This is likely to be compliant as the firm has identified the customer's demands and needs, and offered only products which meet them.		
The customer is concerned about their car not starting on a cold morning. The firm offers all its breakdown policies, including those which only cover >¼ mile from home.	No	This is unlikely to be compliant as the firm has proposed contracts which are not consistent with the customer's basic need.		
The firm offers the customer all their available products, and provides a generic statement with each product about the type of needs the product will meet.	No	This is unlikely to be compliant. Providing a generic statement may be sufficient to state the customer's demands and needs, but the firm has taken no steps to identify the needs of the specific customer or ensure th products are consistent with those demand and needs.		
Offering the customer only motor policies which meet their demands and needs, but then offering add-ons to all customers regardless of whether these add-ons are consistent with those demands and needs.	Yes	This is likely to be compliant for the motor policy but not for the add-ons. This is because the firm has taken no steps to identify the needs of the customer or ensure the add-on products are consistent with those demands and needs.		

### 4. Reminder - renewals

- Applies to consumer contracts only (not commercial or group)
- Renewals 1 to 3 years:-
  - State current renewal premium
  - State last year's premium
  - Customer should check level of cover is appropriate and they can shop around
- Renewal 4+ years:-
  - "You have been with us for a number of years. You may be able to get the insurance cover you want at a better price if you shop around."



# v. Ancillary insurance intermediaries



### **Definition**

- Takes up insurance distribution activity for remuneration on an ancillary basis
  - Principal professional activity is not insurance distribution;
  - Insurance products are complementary to the goods or service;
  - Do not cover life or liability risks unless that cover complements the goods or service as its principal activity



### **New categories**

- In scope Alls within the UK regulatory perimeter and within IDD scope
- <u>Connected travel insurance</u> (CTI) providers different regulatory regime
- Out of scope Alls firms outside of scope electronic goods and furniture retailers – remain exempt but IDD minimum requirements apply



### Minimum requirement for all

- For all Alls requiring regulation under IDD most requirements apply
- For out of scope:-
  - Identity and address of insurer/intermediary and complaints process
  - Appropriate and proportionate measures to:-
    - Act honestly, fairly and professionally, communications and restriction on remuneration
    - Consider customer's D&N and ensure contracts meet these



the IDD Requirement	In-Scope Alls	CTI Providers	Out-of- Scope Alls <sup>36</sup>
SYSC – Professional, Organisational and PII Requirement	ts (Chapter 3	)	
Must employee staff with appropriate knowledge and competence	~	~	×
Minimum 15 hours CPD for employees involved in insurance distribution	<b>✓</b>	~	×
Minimum PII requirements	<b>✓</b>	<b>✓</b>	×
Restriction on the use of intermediaries	<b>/</b>	<b>✓</b>	×
DISP – Complaints and Out-of-Court Redress (Chapter 4)			
Complaints arrangements	<b>✓</b>	<b>✓</b>	✓ 37
Out of court redress	<b>/</b>	<b>✓</b>	✓ 38
Adhere to appropriate ADR scheme where providing insurance distribution services to customers in another EEA country	~	<b>✓</b>	×
ICOBS 2 – Overarching Conduct of Business Requiremen	ts (Chapter 5	6)	
General Principles	<b>✓</b>	<b>✓</b>	<b>\</b>
ICOBS 4 – Pre-Contract Information Disclosure Requirem	ents (Chapte	er 5)	
General Pre-Contract Disclosure Identity and address Complaints procedures Status disclosure	~	✓	<b>✓</b>
General Pre-Contract Disclosure Providing advice or information? Acting for customer or insurer?	~	✓39	×
Conflicts of Interest and Transparency Disclosure  Shareholding links with insurer  Personal recommendation based on fair analysis of the market or place business with a limited panel of insurers –		×	×

the IDD Requirement	In-Scope Alls	CTI Providers	Out-of- Scope Alls <sup>36</sup>
Conflicts of Interest and Transparency Disclosure  Nature and basis of remuneration  Fee disclosure	<b>√</b>	<b>√</b> <sup>40</sup>	X
Means of providing information	<b>√</b>	✓	✓
ICOBS 5 – Standards for Advised and Non-Advised Sales	(Chapter 5)		
Identification of demands and needs, and proposing only contracts consistent with these	<b>√</b>	<b>√</b>	✓
Personal recommendation explaining why product best meets demands and needs	<b>√</b>	X	X
ICOBS 6 – Product Information (Chapter 5)			
Cross-selling	<b>√</b>	<b>✓</b>	<b>√</b>

### 1. In scope Alls

- Professional, organisational and PII same as insurance intermediaries
- Complaints same
- Conduct of business same



### 2. Connected Travel Alls

- CTI came under scope with lesser ICOBS requirements on disclosure
- For professional, organisational and PII requirements FCA to extend the 15 hour minimum CPD requirement



### 2. Connected Travel Alls

- Complaints same
- COBs
  - still a need to identify and specify D&N and to ensure contracts proposed are in line
  - no need for a personal recommendation



### 3. Out of scope Alls

- Authorised firms that use out of scope Alls will be responsible for their actions and should monitor activities
- ICOBS customers to be provided with information on identity, address and complaints process
- General principles and advised/non-advised sales – same standards as insurance intermediaries



### 3. Out of scope Alls

 All firms to have sufficient oversight of their distribution chains to ensure their products are distributed appropriately





Insurance Distribution Directive implementation – Feedback to CP17/23 and near-final rules

Policy Statement

PS17/27

December 2017

### 1. Good repute

- 1. Firms must **ensure** that relevant staff are of good repute
- 2. This includes management directly involved in Insurance Distribution or supervising staff who are
- 3. The criteria for meeting "good repute" to be regarded as a "minimum" requirement
  - (1) has not been convicted of any serious criminal offences linked to crimes against property or other crimes related to financial activities (other than spent convictions); and
  - (2) has not been adjudged bankrupt (unless the bankruptcy has been discharged);
  - Give particular consideration to offences of dishonesty, fraud, financial crime or other offences under legislation relating to banking and financial services, companies, insurance and consumer protection.
- 4. Appropriate records to be kept + name of person



### **SMCR Fit and Proper**

- Firms to assess whether SMs, NEDs and certified individuals are fit and proper
- Don't forget firms still have to ensure that all staff are of "good repute"
- At least an annual assessment
- SMs and NEDs should have a criminal records check undertaken and DBS registration may be needed/umbrella body
- References will also be needed for SMs, NEDs and certified individuals

### B

### 2. Amendments to CASS

- IDD requirements relating to client assets:
  - the minimum intermediary financial solvency is 5%
  - CASS 5 will apply to reinsurance intermediaries.



### 3. IPID

- Insurance Product Information Document (IPID) – a 2 page (max 3) <u>objective and</u> relevant short summary
- Needed for consumers (only) and at new business and renewal stage
- Consider a summary type document for commercial customers that is objective, relevant and comprehensible



### Cont...

- Personalised "Cover lasts for one year" and in order to refer to actual policy schedule for exact dates, sums insured, etc
- Jargon free
- Name the (lead) manufacturer
- Avoid duplication in another similar document
- Where a formal ICOBS summary has been used now no need and also Key Facts logo is dropped



### **Article 20 (8)**

- (a) information about the type of insurance;
- (b) a summary of the insurance cover, including the main risks insured, the insured sum and, where applicable, the geographical scope and a summary of the excluded risks;
- (c) the means of payment of premiums and the duration of payments;
- (d) main exclusions where claims cannot be made;
- (e) obligations at the start of the contract;
- (f) obligations during the term of the contract;
- (g) obligations in the event that a claim is made;
- (h) the term of the contract including the start and end dates of the contract;
- (i) the means of terminating the contract.



### Motor Insurance Insurance Product Information Do Company: Aviva Insurance Limited Registered in Scotland No. 2116. Registered office: Pithe

AVI

Registered in Scotland No. 2116. Registered office: Pitheavlis, Perth PH2 ONH. Authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority. Firm Reference Number 202153.

What is this type of insurance?

Private Car insurance provides the compulsory cover you need to drive a vehicle on a public highway. It also offers additional benefits (as set out below) depending on the cover you choose.

### What is insured?

- Damage to other people's property, and compensation for other people's death or injury
- Loss of (or damage to) your car, including fitted accessories, following fire or theft plus:

  Vehicle recovery we'll recover your car and
- need to be

  Repair guarantee we'll guarantee the quality
  of repairs made by our approved repairers for
  as long as you insure your car with us
  lead costs, while EV our car with us
- Courtesy car we'll give you a courtesy car for up to 14 days while your car is being repaired

### up to 14 days w

- All of the above, plus:

  \* Accidental damage cover for your car

  \* New car replacement if you've owned your
  car from new, and it's written off or stolen and
  not recovered within 12 months of purchase,
  we'll replace it with a new car of the same make
- Glass we'll replace or repair the glass in your careful or uninsured driver and it wasn't your fault, you won't lose your no claim discount and we'll
- Driving other cars if you're aged 25 or over inception or renewal, we'll cover you to drive other cars not owned or hired by you
- Loaned vehicle cover we'll insure a vehicle loaned to you from a garage for up to seven days while your car is having mechanical repairs, a service or an MOT
- Personal belongings we'll cover you for up to £150 for any personal belongings that are lost, damaged or stolen as a result of an accident, fire or theft Child seat cover we'll replace all child seats.

### J

### What is insured? Continued.

- of locks if your ignition keys are lost or stolen
  Personal accident up to £2,500 per claim (or £5,000 per insurance year) if you or a partner suffer death or the loss of limbs/sight/hearing
- Vehicle recovery in the event of illness if you're seriously ill and unable to drive your car, we'll arrange for your car to be recovered and returned to you
   European breakdown – RAC assistance when you're

### Optional cover (Third party, fire and theft) Protected no claim discount (NCD) – you won't lose your NCD after making a claim when you're at fault junies you make more than two claims.

### Optional cover (Comprehensive)

- for the UK, Channel Islands and Isle of Man (provided by the RAC)
- Enhanced courtesy car we'll give you a replacement car if yours is out of action as the
- Protected no claim discount you won't lose your NCD after making a claim when you're at fault (unless you make more than two claims in any five-year period)



### What is not insured?

- X Any accident, injury, loss or damage while any car is being used for purposes not described on your certificate of motor insurance, or while being driven by somebody not permitted to drive (or not beging a correct and valid driving licence)
- X Any consequence as a result of war or terrorism – except where cover must be provided
- under Road Traffic Acts

  Loss or damage if your car has been left with the ignition keys, or left unattended with the engine



### **Insurance Distribution Directive implementation**

- Feedback and near-final rules for CP17/23, CP17/32, CP17/33, CP17/39 and near-final rules for CP17/07

**Policy Statement** 

PS18/1

January 2018

### 1. Conflicts

- 1. Do your client files evidence why the product is in the client's best interests?
- 2. Do have a documented and up to date conflicts of interest (and G&E) policy?
- 3. Do your remuneration arrangements for staff encourage them to sell a particular contract?
- 4. Do your insurer remuneration arrangements influence placement?



# 2. Product oversight and governance

- Product governance relates to the systems and controls firms must have in place for the design, approval, marketing and ongoing management of products throughout their lifecycle
- Could you be considered as the manufacturer of a product?
- Do you influence cover/limits/pricing?



### If so...

- do you maintain, operate and review a product approval process for new and existing products?
- communicate it to all relevant parties?
- specify a target market for each product?
- ensure all relevant risks to the target market are assessed?
- develop a distribution strategy consistent with the target market?
- take reasonable steps to ensure the product is distributed to the target market,



- regularly review products, at least to ensure the product remains consistent with the needs of the target market and the distribution strategy remains appropriate, and
- make available all appropriate information on products and the product approval process to distributors
- Firms that distribute products which they do not manufacture are required to have in place adequate arrangements to obtain information about the product and the product approval process, and to understand the identified target market.



- There will ne a new Product Intervention and Product Governance sourcebook (PROD)
- Provisions will apply to insurers and intermediaries where they manufacture or distribute insurance products. These will apply to all insurers, whether they distribute products directly or via intermediaries.



### 3. Others

- Perimeter Guidance
  - PERG to be consistent with IDD
- Regulatory Processes
  - Registration/ARs
- Passporting
  - More detailed than under IMD. FCA power to refuse establishment of a branch. Clearer obligations of home and host state obligations.
  - Host state to act in place of home state regulator (HMT to consult on this)



### **Conclusion?**

- Deadline is looming you should be working now on making the changes
- Quite a bit of work for some!



### **Today's learning outcomes**

- By the end of this briefing you will have gained an <u>insight</u> into changes required when the IDD comes into force
- 2. Other things to think about!



# Thank you for your attention

