



ACRISURE®

SHOP & SALON – AMLIN

Product Passport	
Product Name	Acrisure UK MGA Ltd – Shops & Salons Package (Acturis and E-Place)
Product Type	Shop & Salon
Product Status	This product is open to new and renewal business
This guide is for intermediary use and not for direct distribution to customers/clients.	

Product Details	
Manufacturer(s)	Carrier
Carrier	MS Amlin
Product Risk Net Score	Low
Master Binding Authority Ref	7688_100_2024_001
Effective Date	01/08/2024
Date Last Reviewed	31/07/2024

Product Description
<p>A Commercial Lines General Insurance product which is digitally traded and designed for small to medium sized enterprises including Limited Companies, Partnerships and sole traders acting for their profession.</p> <p>There is the option for other covers (Buildings, Terrorism, Loss of Licence, Theft by Employees, All Risks) to be added to further support the customer's needs.</p>

Product Features	
Mandatory Covers	<ul style="list-style-type: none"> • Contents and stock - we will pay for damage to your property insured following an insured event. • Business interruption - we will pay for interruption to your business following damage to your property caused by an insured event. • Money– we will pay for your loss of money following insured damage • Personal accident assault – we will pay agreed benefits to insured persons following death, permanent disablement or temporary disablement by violent external and visible means. • Glass - we will pay for the cost to replace glass, sanitaryware or the shop front. • Goods in transit – we will reinstate, replace, repair or pay you following damage to your property in transit. • Deterioration of stock – we will pay you for damage to frozen or chilled stock in any freezer cabinet, deep freezer, cold room, cold store or chilled cabinet due a change in temperature resulting from any cause. • Book debts – we will pay for any net outstanding debit balances which you are unable to recover from customers as a result of damage to your records and any additional expenditure incurred in tracing and establishing outstanding debit balances. • Public liability – we will cover your costs and expenses and legal liability to pay compensation to any person suffering accidental injury or accidental loss of or damage to material property. • Products liability – we will cover your costs and expenses legal liability to pay compensation in the event of accidental injury or accidental loss of or damage to material property caused by your products. • Employers' liability - we will cover your costs and expenses legal liability to pay compensation in respect of injury to employees. • Prosecution defence costs – we will pay for your costs and expenses in respect of the defence of any criminal proceedings brought against you in respect of any applicable legislation plus any prosecution costs awarded against you and costs and expenses incurred for your legal representation at an inquiry ordered under any applicable legislation. • Computer Hacker Damage- We will pay for your expenses incurred by you with our written consent in replacing or repairing your website, intranet, network, computer system, programs, or data you hold electronically to the same standard and with the same contents as before it was damaged, destroyed, altered, corrupted, copied, stolen or misused if a hacker, during the period of insurance, causes you a loss. • Legal Expenses – we will pay for your costs and expenses incurred as a result of any criminal proceedings, appeals or inquiries which arise independently of any legal liability you may have to pay damages.
Optional Covers	<ul style="list-style-type: none"> • Buildings - we will pay for damage to your buildings following an insured event. • Terrorism – we will pay for damage to property insured at the premises, situated in England and Wales and Scotland but not the territorial sea adjacent to it as defined by the Territorial Sea Act 1987, and, where applicable under this policy, consequential loss arising from business interruption because of an act of terrorism which is certified. • Loss of Licence - Following loss of licence we will pay you for the amount of depreciation in value of your interest in the premises or the business. We will also pay for all costs and expenses you incur with our written consent in connection with any appeal against any forfeiture, suspension or withdrawal of the licence. • Theft by Employees - We will cover you against direct loss of money or other property owned by you

	<p>arising solely and directly as a result of any acts of fraud or dishonesty by any of your employees, with the clear intention of making improper gain.</p> <ul style="list-style-type: none"> • All Risks - We will cover you for damage by any cause not specifically excluded to property insured specified in the schedule up to the limits specified in the schedule anywhere in the territorial limits
Key Exclusions/Conditions	<p>The policy does not insure, apply to or include any cover for any loss, damage, Claim, cost, expense or other sum directly or indirectly arising out of or relating to:</p> <ul style="list-style-type: none"> - Asbestos - Cyber terrorism - Date recognition - Excess - Northern Ireland - civil commotion - Radioactive contamination - Terrorism - War - Virus Disease Epidemic and Pandemic <p>Some of the above exclusions do not apply to some of the covers (for instance, Employers' Liability), as further specified in the wording.</p> <p>In addition, there are exclusions applicable to each of the cover provided, as further specified in the wording.</p>
Distributors action to ensure Fair Value is provided to the end customer	<p>The rates set by Amlin have been assessed as part of our value assessment and are deemed to be of fair value to the customer.</p> <p>Intermediaries must ensure that the overall price paid by the customer represents value for money and is in keeping with the FCA duty to act in the best interests of the customer.</p> <p>All marketing materials must be formally reviewed for regulatory compliance by the distributor and agreed by Acrisure UK MGA Limited prior to publication.</p>
Restrictions	As per Policy Schedule
Additional Cover(s)	As per Policy Wording
Policy length	Variable but usually annual with ability to extend up to 6 months as required
Policy structure	This policy is to be sold to individual insureds

Target Market	
Product Design / Targeting	Specifically designed for Retail Brokers to access via Acturis software system and MS Amlin Eplace extranet.
Policy Language	Minimal Legal/Technical Terms
Target market description	<p>Our Shop ePlace product has been specifically designed for independent shops in the high street or shopping centres.</p> <ul style="list-style-type: none"> • Own or lease a retail shop premises which they trade from • Run a business up to £2,000,000 turnover – UK Sales • Have a maximum Property and Business Interruption sum insured per location of £2,500,000 • Trade from a premises located within a high street or other busy footfall locations (business parks) within the • UK where the public can visit and purchase goods and services. • Are retail shops selling proprietary products; for example Grocery's to Household items and clothing • Are Salons cutting hair or providing make up • Are Salons providing a limited range of beauty treatments full details of which are contained within the policy wording • Are Small cafés and coffee shops excluding deep fat frying • Provided delivery, or light work away (flower arranging or hairdressing – only in addition to premises based trading) • Operate from self-contained premises (including lockable units within shopping centres or malls)
Who is this product unsuitable for?	<ul style="list-style-type: none"> • Online retailers • Market traders • Concessions (stall or area within department store) • Exports including US • Restaurants, takeaways operating as such and other fast food outlets • Professional work away activities (not limited to installation of blinds, carpet,

	<p>kitchen/bathrooms) and businesses where the majority of turnover is earned from activities carried out away from the premises</p> <ul style="list-style-type: none"> • Businesses which operate from multiple (more than 10) locations • Customers who wish to make multiple low value claims below the excess • Salons providing invasive beauty or medical treatments • Offices or surgeries • Manufacturers or wholesalers of products • The Motor trade / Repair industry • Frying or Baking food outlets • Goods hire • Jewellers • Bookmakers • Solarium / Saunas • Market stalls, Domestic premises or pop-up shops • Bike Shops • Vaping Shops
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Fair Value Assessment	
Fair Value Definition	<p>Fair value means the relationship between the overall price paid by the end customer and the quality of the product(s) and/or service(s) received.</p> <p>Acrisure UK MGA Limited's fair value assessment may include: claims analysis, retention rates, loss ratio's , policy cancellations, market comparisons, complaints, commission and fees, staff remuneration, benefit and features, available MI, the distribution chain involved, as well as barriers to complaints/claims/cancellation and premium finance arrangements (this is a non-exhaustive list).</p> <p>You should be satisfied that, in offering this product, it meets fair value expectations.</p>
Commissions/Fees	<p>Brokerage is variable with total earnings including the addition of any fees not permitted to exceed 27.5% of the gross premium ex IPT charged to the end customer. Commission percentages are in line with market standards</p>
Premium	<p>Suitable for a broad range of premium levels</p>
Distribution chain value	<p>The distribution strategy represents value for money, commissions, and fees reflect the services provided and there are no unnecessary intermediaries in the chain.</p>

Distribution Method	
Distributions channels	The distribution is via a single insurer via Acturis software or the MS Eplace Amlin Extranet
Delegated Authority	This product was produced via a sub delegation authority facility
Advised / Non-Advised Sales	All sales are non advised via Acturis software system and MS Amlin Eplace extranet
Conflicts of Interest	None – there are no known conflicts of interest

Vulnerable Clients	
How we support vulnerable clients	<p>As an MGA we will adapt where necessary when vulnerabilities are notified to us via our producing brokers. All of our broking partners are required to have a vulnerable customers policy in place to assist with identifying and supporting any customer vulnerabilities.</p> <p>We will always work with our broking partners to ensure the needs of any vulnerable customers are supported, inclusive of and not limited to: requesting information/documentation as per the clients requirements, ensuring the distribution channel is accessible and ensuring that the products we distribute meet the needs of clients.</p> <p>We are unaware of any areas of this product which could exploit a customer in a vulnerable circumstance at present.</p>

Claims Analysis	
Are claims overall delivering value?	<p>Yes, we have reviewed the claims frequency, pay out and loss ratio's internally as well as by capacity and are happy with the findings. The onus is on the Producing Broker to provide us with details of any complaints received in regard to the handling of claims.</p>

Market Analysis	
Details of the market analysis under taken.	<p>This product is distributed via a single insurer via Acturis software or the MS Eplace Amlin Extranet.</p>

	Regular product analysis is completed, which may include (but is not limited too): ever changing market trends, cover limits, price, claims & complaints volumes, benefits & exclusions and barriers any customers may face.
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Product Value Conclusion	
Understanding the product and its value.	We have received the information we require from the product carrier, in addition to completing our own review to understand the characteristics of this product, that it meets the requirements of its target market and that where a vulnerability may be identified it can be supported.

Fee Analysis	
Our Fee Strategy	There is a limited fee matrix dependant on the product distribution channel, where a fee is applied this fee represents the administration and service of the products provided via that trading platform. Specific details can be found within our fee matrix document.
Fees in lieu of commission	We do not charge fee's in lieu of commission

Cancellations	
Cancellation Analysis	We continually monitor cancellations and the reasons for these, to ensure that trends are highlighted, and the appropriate measures are taken where required to ensure product value continues to be provided. A full year analysis has yet to be completed due to the infancy of this product.

Service	
Complaints information	In terms of complaints, we are relying upon our distributing brokers to notify us of any complaints raised and when these are raised to us, we will act accordingly in helping to resolve these. We have also reviewed the complaints analysis provided by the capacity and are satisfied that complaints appear to be reviewed efficiently and effectively.