

# Target Market Determination

## Emergence – Personal Cyber Protection

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This Target Market Determination (TMD) seeks to offer consumers and distributors an understanding of the class of consumers for which this product has been designed, catering to the objectives, financial situation, interests and needs of the target market.

This document is not to be treated as a full summary of the product's terms, conditions or exclusions and is not intended to provide any form of financial advice. Consumers must refer to the Product Disclosure Statement (PDS), the policy wording and any supplementary documents which outline the relevant terms, conditions and exclusions when deciding to purchase this insurance product.

<b>Date from which this Target Market Determination is effective</b>	5th October 2021
<b>Objectives of the Product &amp; Key Attributes</b>	
<p>To provide standalone Personal Cyber Protection to individuals who use their home IT and internet connected smart devices for personal reasons.</p> <p>Cover extends to family members residing with the insured at the Home Address. The policy provides the insured with the following covers:</p> <ul style="list-style-type: none"><li>- Cyber Event Cover</li><li>- Cyber Bullying Cover</li><li>- Cyberstalking Cover</li><li>- Identity Theft Cover</li><li>- Personal Crime Cover</li><li>- Reputation Cover</li><li>- Wage Replacement Benefit</li></ul>	
<b>Class of customers that fall within this target market</b>	
<p>Australian residents who use computers and electronic device at home and who seek insurance protection for themselves and their family against a variety of risks that emanate from use of their home IT</p>	
<b>Financial Situation</b>	
<p>An individual able to pay premiums in accordance with the chosen premium structure, excess, fees, and government charges, having regard to personal circumstances and vulnerability or hardship considerations.</p> <p>Relevant financial situation considerations:</p> <ul style="list-style-type: none"><li>• Ability to potentially vary your premium by considering different levels of cover by choosing your excess</li><li>• Ability to pay the annual premium by credit card.</li></ul>	

## Key Attributes of the Product

### This Product is suitable for:

- This product covers the costs of responding to cyber events, including the associated lost income, in the event of listed cyber covers
- The product allows for the individual to select from 5 levels of cover, each offering increased limits in return for a higher premium and excess.

### This product is not suitable for:

This product is not suitable for individuals located outside Australia and New Zealand; or individuals looking to cover physical damage to home IT (unless required to avoid or to mitigate cyber event response costs) and any losses relating to business or commercial activity.

The policy is also unsuitable for the use of home IT for business or commercial activity or with respect to properties the insured leases to others.

## Consistency between Target Market & the Product

Emergence are the first market to offer a standalone personal lines cyber product and consider themselves leaders in the cyber market.

The product is extremely new, and the market is very small. This means that the space is constantly being reviewed for innovation, movements in coverages/rates and Emergence are taking on feedback from insureds and brokers about the product. It is expected that any product enhancements of one market will be mirrored by the other markets.

Whilst a large proportion of Australians will have a computer, smart phone, and other smart home devices which this product is looking to cover, there will be individuals that don't and therefore the insurance is not required for this group. The product will be applicable/useful to a huge proportion of Australians.

## How is the Product to be Distributed & Monitored?

### Distribution channels:

- Sold through brokers
- Sold to insureds on a standalone basis who have sought out a personal lines cyber product with increased limits.

### Distribution conditions

- Retail broker works with the insured to source the most suitable product to suit their needs.
- No fees or charges deducted by the coverholder

### Reporting periods for complaints:

Upon receipt of a Complaint against Underwriters from a Complainant below, Emergence must notify TMK Complaints Team immediately using the Notification Template located at: [www.lloyds.com/complaints](http://www.lloyds.com/complaints) handlingcomplaints@tokiomarinekiln.com and sending to [complaints@tokiomarinekiln.com](mailto:complaints@tokiomarinekiln.com).

Complaints to be acknowledged within 1 business day of receipt of the complaint.

Emergence must investigate and take all reasonable steps required to resolve the Complaint to the Complainant's satisfaction within 10 business days of receipt of the Complaint providing a resolution letter referred to and authorised by TMK.

Where complaints resolution to the complainant's satisfaction is not possible within 10 business days, subject to referral to and authorisation from TMK, Emergence must escalate the complaint to Lloyd's Australia and provide Lloyd's Australia with the full file within 2 business days. Emergence must not issue a stage 1 decision letter.

Complaints registers to be submitted monthly.

### Other reporting requirements

Emergence submit risk and premium and claims bordereaux monthly, incorporating all mandatory reporting fields so that we can monitor both business bound and claims

All claims must be reported as soon as possible

Emergence must report if they become aware of any significant dealing in relation to the product that is inconsistent with the TMD within 10 business days.

## Review Requirements

The triggers stated below will be reviewed annually to ascertain whether the product remains consistent with the objectives, financial situation and needs of the retail client.

		Review Triggers
Review Date:	September 2021	<p>Any event or circumstances that arises that would suggest the TMD is no longer appropriate. This may include (but not limited to):</p> <ul style="list-style-type: none"><li>- A material change to the design or distribution of the insurance cover, including related documentation</li><li>- An alteration to the acceptance criteria or underwriting criteria</li><li>- Systemic issues across the product lifecycle</li><li>- External events such as adverse media coverage or regulatory attention</li><li>- Significant changes in metrics including:<ul style="list-style-type: none"><li>o Renewal rates</li><li>o Cancellation rates</li><li>o Claims Loss ratios</li><li>o Complaint's ratios</li></ul></li></ul>
Next Review Date:	August 2022	
Review Frequency:	Annually	