

Dear Broker,

As you will be aware the FCA Product Governance rules in part came into force on the 1st October 2021 (some rules have a transitional provision until the 30th September 2022) with further rules coming into force on the 1st January 2022.

There is a requirement for Broker Direct to make available the following to any broker who distributes our products:

- Appropriate Information to enable them to understand the intended value of the insurance product.
- Any affect they may have on the intended value of the product(s) that has not been fully taken into consideration by us.
- Any type of customer for whom the product is unlikely to provide value.

To assist you in your product reviews and to adhere with the FCA rules and guidance we have:-

- Updated the Product Governance page on our [website](#) which should assist you in your product reviews as well as providing a high-level summary of our 'Product Approval Process'. We believe the information we provide on our website including policy documentation will allow you to review our products and ultimately ascertain that our products offer good value for our target market(s).
- Updated our Product pages on our website to include further details on the intended target markets, who our product(s) are not suitable for and clarity on who manufactures the products.
- Provided a Frequently Asked Questions (FAQ) page which is available [here](#)

We believe the information we provide will allow you to review our products and ultimately ascertain that our products offer good value for our target market(s). If you have any further queries on this, please do not hesitate to contact our support team on 01204 600345.

Yours Sincerely

Darren Thornton
Head of Group Compliance