

## Consumer Duty

The Financial Conduct Authority (FCA) introduced **The Consumer Duty (the Duty)** which became fully effective for closed books in July 2024. It includes a new Principle that requires firms to act to deliver good outcomes for retail customers. The FCA defines these as all policyholders with the exception of 'large risks', 'reinsurance' and 'group schemes'. It therefore includes small medium enterprise firms.

The Duty has introduced 3 cross-cutting rules:

Act in Good faith

Avoid causing foreseeable harm

Enable and support retail customers to pursue their financial objectives

These 3 cross-cutting rules are intended to deliver the desired outcomes in relation to:

- products and services;
- price and value;
- consumer understanding; and
- consumer support.

The Premia UK regulated entities are focused on ensuring consumer understanding at every stage and providing the correct level of support needed, including for any vulnerable customers.

Consumers in vulnerable circumstances may have additional needs or be at greater risk of harm if things go wrong. Premia has put measures in place for identifying, recording and reporting on customers who are vulnerable and what support they need.

The Premia UK regulated entities have executed a Consumer Duty Implementation Plan that was approved by the regulated boards. This has included embedding the Duty into policies and procedures and provided training to all staff. We have also carried out a review of all products and services to ensure they meet the standards expected. In addition, we have contacted all third parties that act on our behalf when dealing with customers and we oversee their activities to ensure their continued compliance with the requirements of the Duty.