

Target market statement

Whole of Life

As a company that provides insurance products (product manufacturer), there are rules we need to follow – including being open about who we want to buy the products we offer. These target market statements help clear some of that up and make sure we're meeting [FCA PROD 4 regulations](#).

Doing the right thing is important to us. So each statement says who a product is and isn't designed for and what type of adviser should sell it. Rest easy knowing our products regularly go under the spotlight to ensure good customer outcomes and fair value.

This document provides information on the Aviva Protection UK Limited's Whole of Life Insurance target market. More information about the policy features and benefits can be found in the Key Facts and Cover Details documents available on our [website](#).

This document is intended for use by advisers only.

Aviva Protection UK Limited Whole of Life Insurance

What is it?

Whole of Life Insurance pays a lump sum of money when the person covered dies or is diagnosed with a terminal illness.

Who can apply for cover?

The person applying for cover must be resident in the UK, Channel Islands, Isle of Man or Gibraltar and be between ages 17 – 84 and need a UK, Channel Islands, Isle of Man or Gibraltar bank account.

You can check the Cover Details or our [website](#) for more information on who can apply for the cover.

Who is it designed for?

It's designed for those wanting to protect against the financial impact of their death or a terminal illness diagnosis.

We'd expect this to suit those planning for future life stages, whether it be broader estate planning or limiting the financial impact by contributing towards funeral costs or

leaving a legacy for their loved ones. Unlike term assurance cover, Whole of Life Insurance doesn't have a maximum term and guarantees a pay out. This can help customers plan for the future impact of inheritance tax (IHT) on their estate. Because the value of an estate can fluctuate over time, there are flexible increase options to ensure the appropriate amount of cover is in place to pay for IHT. We'd also expect this to suit those responding to life stage triggers, such as buying a home or starting a family. Plans can be set up on an own life, joint life first event, joint life second event, or life of another basis. This plan doesn't provide a cash value.

At time of application, customers must choose whether they need level or increasing cover:

- Level cover – if they need a fixed sum that's unlikely to change
- Increasing cover – if they need to protect against the impact of inflation.

Aviva Protection UK Limited specialise in providing insurance that helps people experiencing tough times in life. Whole of Life Insurance provides features and services that can help such customers, these are:

- Waiver of Premium – added for additional cost and will cover the plan premiums if the person insured is incapacitated for longer than 26 weeks, helping customers keep their cover if they're unable to work due to illness or injury
- Terminal illness – pays the full sum assured if the person insured has been diagnosed with a terminal illness where the life expectancy is 12 months or less, thereby providing support to the person insured's loved ones or covering financial responsibilities, such as a mortgage
- Claims support fund – pays for services that support the person insured or their family, e.g. bereavement counselling
- Continuing cover option – within 13 weeks of a claim being paid under a joint life first event cover, the surviving life can request new single life cover

Who this cover isn't suitable for

Whole of Life Insurance isn't designed for those customers:

- who aren't resident in the UK, Channel Islands, Isle of Man or Gibraltar
- needing a lump sum of money if they receive a critical illness diagnosis
- needing a monthly income if they can't work due to illness or injury
- needing cover for a specified term
- outside of the age restrictions set under the cover
- needing a monthly benefit instead of a lump sum of money
- needing a policy with a cash value.

Distribution strategy

This product can be sold through intermediaries on an advised basis, either face-to-face or by phone.