

# TARGET MARKET DETERMINATION

## British Pet Insurance Services

### Dog Insurance

This Target Market Determination (TMD) applies to the Product from 05/02/2025 and will continue to apply until this Target Market Determination is withdrawn.

<b>Brand Name</b>	British Pet Insurance Services
<b>Product Name</b>	Dog Insurance
<b>Plan Name(s)</b>	Superior, Mid Point, Entry, Essential, Core, Vital, Key, Catastrophe 1, Catastrophe 2 & Economy
<b>Insurer</b>	Alwyn Insurance Company Limited, is a private limited company incorporated in Gibraltar incorporation number 106261 (Registered Office: PO Box 1338, First Floor Grand Ocean Plaza, Ocean Village, Gibraltar, GX11 1AA) and is authorised and regulated by the Gibraltar Financial Services Commission and subject to limited regulation by the Financial Conduct Authority (FCA). FCA Firm Reference Number is 571591.
<b>Distributor</b>	British Pet Insurance Services, a trading name of Petcover EU Limited acting on behalf of Insurers. Petcover EU Limited is registered in England and Wales under number 10001319 and is authorised and regulated by the Financial Conduct Authority under reference number 747757. Registered Office: 75 Western Road, Southall, England, UB2 5HQ. Trading Office: 4 Bridge Road Business Park, Haywards Heath, West Sussex, RH16 1TX.

#### ABOUT THIS DOCUMENT

This Target Market Determination (TMD) applies to the pet insurance described in British Pet Insurance Services, Insurance Product Information Document (IPID) and Policy Wording.

Petcover acts under a binding authority as agent for the insurer of this product.

#### WHAT IS A TARGET MARKET DETERMINATION?

The TMD seeks to offer customers, distributors and employees an understanding of the class of customers for which this product has been designed, considering their likely needs, objectives and financial situation.

This TMD describes the circumstances in which we believe the product is likely to be suitable.

Customers who fit those circumstances are collectively called our target market.

This TMD does not take anyone's personal circumstances into account, nor does it form a part of the terms of cover.

In addition to the key eligibility requirements outlined in this TMD, it is also subject to acceptance criteria and the TMD does not include all the factors we consider when we decide whether to issue insurance.

Customers must refer to the policy wording, IPID and any supplementary document(s), which outline the relevant terms, conditions, exclusions, excesses, your rights and obligations and insurance cover is provided under the product when making a decision about this product.

We recommend that customers contact their broker or distribution partner and read the relevant policy wording for full details on the cover to determine whether the product is appropriate for their objectives, financial situation, and needs.

This TMD is not intended to provide any financial product advice to customers on the cover provided. Also, we do not consider any customer's personal needs, objectives, or financial situation in providing any information in this TMD.

## **WHAT PRODUCT DOES THIS TARGET MARKET DETERMINATION APPLY TO?**

This product has ten (10) different plan options for dog owners:

- Superior Plan,
- Mid Point Plan,
- Entry Plan,
- Essential Plan,
- Core Plan,
- Vital Plan,
- Key Plan,
- Catastrophe 1 Plan
- Catastrophe 2 Plan, and
- Economy Plan.

This plans under this product offer two different claimable periods. We offer a lifetime claimable period which covers ongoing illnesses and injuries throughout your dog's lifetime or a twelve month claimable period which covers illnesses and injuries for twelve months, starting from the date in which the injury happened or the clinical sign(s) of the illness first occurred; or until the maximum benefit is reached; whichever happens first.

The Superior Plan, Mid Point Plan, Entry Plan, Essential Plan, Core Plan, Vital Plan, Key Plan, Catastrophe 1 Plan, and Catastrophe 2 Plan all have a lifetime claimable period, and the Economy Plan has a twelve month claimable period.

This product is designed for customers in the target market who own a dog to provide them financial protections, subject to the terms and conditions, limitations, and exclusions of the policy, in the UK or an agreed country, depending upon available plan for:

- **Veterinary fees & alternative or complementary treatment**, under *Superior Plan, Mid Point Plan, Entry Plan, Essential Plan, Core Plan, Vital Plan, Key Plan, Catastrophe 1 Plan, Catastrophe 2 Plan or Economy Plan*, for the cost of veterinary treatment and alternative or complementary treatment when referred and endorsed by a vet, your dog received to treat an injury or illness.
- **Death from injury & death from illness**, under *Superior Plan and an optional extra under Mid Point Plan, Entry Plan, Essential Plan or Economy Plan*, for the price you paid for your dog up to the maximum benefit, following death or euthanasia by a vet as a result of an injury or illness.
- **Theft or straying**, under *Superior Plan, and an optional extra under Entry Plan, Mid Point Plan, Essential Plan or Economy Plan*, for the price you paid for your dog up to the maximum benefit, if the dog is stolen or goes missing.

- **Advertising and reward**, under *Superior Plan, Mid Point Plan, Entry Plan, Essential Plan or Economy Plan*, for the cost of advertising and the reward offered if your dog is stolen or goes missing.
- **Third party liability**, under *Superior Plan, Mid Point Plan, Entry Plan, Essential Plan, Core Plan, Vital Plan, Key Plan, or Economy Plan*, and an optional extra under *Catastrophe 1 Plan, or Catastrophe 2 Plan*, for the legal liability for payment of compensation in respect of death, bodily injury or illness of another person, and/or physical loss of or damage to property, caused by your dog.
- **Boarding fees**, under *Superior Plan, Mid Point Plan, Entry Plan, Essential Plan, Core Plan, Vital Plan, Key Plan, or Economy Plan*, for the cost of boarding your dog, while you are an inpatient in hospital.
- **Saying goodbye**, under *Core plan, Vital Plan or Key Plan*, for the cost when recommended by a vet of having your dog put to sleep and subsequent cremation/burial costs
- **Holiday cancellation**, under *Superior Plan, Mid Point Plan, Entry Plan, Essential Plan or Economy Plan*, for the cost of travel and accommodation expenses as a result of your dogs injury or illness.
- **Emergency repatriation**, under *Superior Plan, Mid Point Plan, Entry Plan, Essential Plan or Economy Plan*, for the costs to get your dog home if your dog has an injury or illness during a journey.
- **Quarantine expenses and loss of documents**, under *Superior Plan, Mid Point Plan, Entry Plan, Essential Plan or Economy Plan*, for the costs of quarantine, travel documents and accommodation, if you are unable to return to the UK due to your dog having an injury or illness.

In addition, the product offers optional covers to enable a customer to tailor the product to suit their individual needs. The following optional covers vary between the plans and can be selected by the customer where applicable:

- **Death from injury & death from illness**, under *Mid Point Plan, Entry Plan, Essential Plan or Economy Plan*, for the price you paid for your dog up to the maximum benefit, following death or euthanasia by a vet as a result of an injury or illness.
- **Theft or straying**, under *Entry Plan, Mid Point Plan, Essential Plan or Economy Plan*, for the price you paid for your dog up to the maximum benefit, if the dog is stolen or goes missing.
- **Third party liability**, under *Catastrophe 1 Plan, or Catastrophe 2 Plan*, for the legal liability for payment of compensation in respect of death, bodily injury or illness of another person, and/or physical loss of or damage to property, caused by your dog.
- **Day to day care**, under *Core plan, Vital Plan or Key Plan*, for the cost of certain elective, routine or preventative healthcare.

This optional cover is subject to exclusions and limitations.

For full benefit details, conditions and exclusions, please refer to the policy wording.

## WHAT IS THE TARGET MARKET FOR THE PRODUCT?

For a customer to be considered within the target market they must meet our key eligibility criteria as outlined in the following.

## WHO IS WITHIN THE TARGET MARKET FOR DOG INSURANCE?

Customers WITHIN the Target Market (Customers are within the target market if all the following conditions apply)	
✓	Customers that own a pet dog.
✓	Customers seeking coverage for veterinary fees for an injury or illness that may occur.
✓	Customers whose pet permanently lives in the UK.
✓	Customers seeking insurance coverage for illnesses and injuries that are not pre-existing medical conditions (as described in the policy wording) when the pet insurance was initially purchased.
✓	Customers whose dog is older than 8 weeks old.

✓	Customers whose dog is not used for security, guarding, track racing or coursing.
✓	Customers whose pet is not a breed of dog that is banned by any UK Government, Public or Local Authority or any dog that is, or is crossed with, a Pit Bull Terrier, Dogo Argentino, Perro De Presa Canario, Dogo Canario, Dingo, Japanese Tosa, Fila Brasileiro, Czechoslovakian Wolfdog, Saarloos Wolfhound / Wolfdog or any wolf hybrid.
✓	Customers whose pet is not a dog that must be registered under: a) The relevant legislation dealing with dangerous dogs or any further amendments to such legislation, or b) the Dangerous Dog Act 1991, the Dangerous Dog (Amendment) Act 1997, or any further amendments to this Act.

**Customers NOT within the Target Market  
(Customers are NOT within the target market if any the following conditions apply)**

✗	Customers whose pet has a condition expressed as excluded in the Certificate of Insurance and they are seeking coverage for that condition.
✗	Customers whose pet has a pre-existing medical condition which occurred before the coverage started or during the 14-day waiting period and they are seeking coverage for that condition.
✗	Customers seeking to recover the cost of routine or preventative treatment or care such as check-ups and procedures that are designed to prevent future illnesses from occurring rather than treating existing illnesses, unless optional extra for Day to Day Care is taken out which covers certain elective, routine or preventative healthcare.
✗	Customers seeking to cover the cost of elective treatment, diagnostics or procedures including, but not limited to desexing, spaying or castration, micro-chipping, grooming and de-matting, cosmetic or aesthetic procedures or surgery, or elective surgery including but not limited to dew-claw removal, prescription diet foods, tail docking, debarking, declawing, ear cropping, and any treatment not related to an injury, illness, or trauma, unless optional extra for Day to Day Care is taken out which covers certain elective, routine or preventative healthcare.
✗	Customers seeking to cover the cost of treatment for unvaccinated dogs for vaccine- preventable diseases such as parvovirus, distemper, leptospirosis, and hepatitis.
✗	Customers whose dog is not used for security, guarding, track racing or coursing.
✗	Customers whose pet is a breed of dog that is banned by any UK Government, Public or Local Authority or any dog that is, or is crossed with, a Pit Bull Terrier, Dogo Argentino, Perro De Presa Canario, Dogo Canario, Dingo, Japanese Tosa, Fila Brasileiro, Czechoslovakian Wolfdog, Saarloos Wolfhound / Wolfdog or any wolf hybrid.
✗	Customers whose pet is a dog that must be registered under: a) The relevant legislation dealing with dangerous dogs or any further amendments to such legislation, or b) the Dangerous Dog Act 1991, the Dangerous Dog (Amendment) Act 1997, or any further amendments to this Act.
✗	Customers seeking the costs and expenses in connection with you breaking the UK laws or regulations of England and Wales, including those relating to animal health or importation regulations.
✗	Customers seeking the costs for your dog being confiscated or destroyed by any Government or Public or Local Authority or any person or body having the jurisdiction to do so, including because it was worrying livestock.
✗	Customers seeking cover for the cost of treating any Injury or Illness or other bodily Injury or Illness caused by, arising out of, or in any way connected with a malicious act, deliberate injury or bodily Injury or gross negligence caused by you or a member of your immediate family or anyone living with you or acting with your express or implied consent.
✗	Customers seeking cover for a journey where a pet is taken to a country that is not an agreed country, or when the journey is not taken against a vet's advice.

x	Customers seeking cover for illnesses contracted whilst outside the UK that would not normally be contracted in the UK.
x	Customers seeking cover for diseases transmitted from animals to humans.
x	Customers seeking cover for pandemic diseases that cause widespread illness, death or destruction affecting dogs.
x	Customers seeking cover for your failure to take all reasonable precautions to protect your dog from or by aggravating or prolonging an injury or illness.

## **YOUR EXCESS / PERCENTAGE OF ELIGIBLE VETERINARY FEES TO BE COVERED**

When we pay a claim, you normally pay an excess. The product includes a number of different excesses that apply in various circumstances. If more than one excess applies to a claim, we add them together to work out the total excess payable by you.

One type of excess is called the fixed excess. Under the Core Plan, Vital Plan, Key Plan, Catastrophe 1 Plan or Catastrophe 2 Plan, you can choose from a range of fixed excesses to suit your needs.

A lower excess may save you money if you claim on the policy but would normally increase the premium you pay to buy the policy. A higher excess may reduce your premium but could cost you more if you have a claim. You will need to consider whether you can pay the higher excess at the time of the claim.

Under the Core Plan, Vital Plan or Key Plan you can also choose from a range of percentages of eligible veterinary fees to be covered for.

A higher percentage of eligible veterinary fees to be covered for may save you money if you claim on the policy but would normally increase the premium you pay to buy the policy. A lower percentage of eligible veterinary fees to be covered for may reduce your premium but could cost you more if you have a claim. You will need to consider whether you can pay the higher excess at the time of the claim.

On some plans (Superior Plan, Mid Point Plan, Entry Plan, Essential Plan, Catastrophe 1 Plan, Catastrophe 2 Plan & Economy Plan), once your dog reaches certain ages an additional age excess will apply in addition your fixed excess.

## **FINANCIAL SITUATION**

Our target market is a person who is 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.

Relevant financial situation considerations include:

- Ability to choose to pay your premium annually or by instalment.

## **CONSISTENCY WITH THE TARGET MARKET**

The insurance product including its key attributes is likely to be consistent with the likely objectives, financial situation and needs of the class of customers in the target market, as we consider that it provides the required type of cover for that class of customers. This has been determined based on an assessment of the insurance product including its key attributes. Individual customers will need to consider whether this product meets their specific objectives, financial situation and needs.

## WHAT DISTRIBUTION CONDITIONS APPLY TO THIS PRODUCT?

The product application process has been designed to guide customers directly to the product most likely to meet their needs and objectives based on their responses to the questions in our product application.

Petcover's staff have been trained in the product, the customer(s) it is intended for and the underwriting criteria applicable to the product.

<b>Distribution Restrictions</b>	<p>This product can only be distributed if the following conditions are met:</p> <ul style="list-style-type: none"><li>• It can only be sold by Petcover's employees (including Petcover's website) and cannot be sold to the public through insurance brokers or other intermediaries.</li><li>• The insurance product distributor must:<ul style="list-style-type: none"><li>○ be authorised to distribute the product and those arrangements must not have been cancelled or suspended.</li><li>○ agree to comply with all underwriting criteria and levels of authority (as applicable).</li><li>○ agree to not distribute the product where they receive notice from the Insurer that this TMD is not up to date and no new TMD has been provided; and</li><li>○ where a new TMD has been provided, agree to distribute in accordance with the new TMD.</li></ul></li><li>• The TMD is currently not subject to any FCA action that might suggest that the TMD is no longer appropriate.</li></ul>
<b>Distribution Conditions</b>	<p>This product can only be sold via an offer of cover and acceptance of cover.</p> <p>This product can be sold to customers within the target market without the customer being provided with any financial product advice or, general or personal advice.</p>
<b>Distribution Method</b>	<p>This Product can only be distributed by the insurance product distributor through either inbound and outbound telephone or online sales.</p>

## REPORTING AND MONITORING THIS TARGET MARKET DETERMINATION

Distributors of this product are required to provide Alwyn Insurance company Limited with information in relation to the product covered by this TMD in the circumstances as set out in the table below.

This information the product issuer needs to identify, or the product distributor needs to provide to enable the product issuer to assess if the TMD is no longer appropriate for this product.

Complaints	<p>All complaints in relation to this product are reported to Alwyn Insurance company limited on a monthly basis and not later than ten (10) business days after the agreed complaints reporting date.</p>
Sales data	<p>Relevant sales and customer data in relation to this product on a monthly basis.</p> <p>If Petcover becomes aware that the cover is issued to a customer that was ineligible for cover in accordance with the application process,</p>

	Petcover will notify Alwyn insurance company limited on a monthly basis.
Claims data	Where relevant, claims data in relation to this product on a monthly basis.
Significant dealings	Petcover will notify Alwyn Insurance company Limited if Petcover or Petcover's distributors become aware of a significant dealing in relation to the product that is inconsistent with the TMD within two (2) business days. This includes but is not limited to a consideration of the nature and degree of harm resulting from the issue of this product to a retail customer.
Communication from a regulator in relation to the product or TMD	Petcover is to report to Alwyn Insurance company limited on the same day.

## WHEN WILL WE REVIEW THIS DOCUMENT?

We will review this TMD in accordance with the below.

Initial review	Within twelve (24) months of the effective date of the first TMD for this product.
Periodic reviews	At least every twenty-four (24) months of the completion of the previous review.
Review triggers and events	<p>Any event or circumstances arise that would suggest the TMD is no longer appropriate. This may include (but is not limited to):</p> <ul style="list-style-type: none"> <li>• an event or circumstance that would materially impact on or change a factor taken into account when making the TMD that would suggest to us that the TMD is no longer appropriate, such as a change in underwriting requirements;</li> <li>• the product has not been materially distributed and purchased in a way that is significantly inconsistent with this TMD;</li> <li>• a material change to the product including, Insurance Product Information Document (IPID) and Policy Wording or assumptions upon which the TMD was formulated like the application process, pricing requirements, and underwriting guidelines;</li> <li>• feedback, such as significant or systemic complaints or claims issues, received from insurance brokers, distributors or customers who purchased the product, which is of a nature that suggests to us that the TMD is no longer appropriate;</li> <li>• change of relevant law, regulatory guidance, industry code or feedback from regulators such as FCA and or other interested parties which has a material effect on the terms or distribution of the product;</li> <li>• Where a review trigger has been identified, this Target Market Determination will be reviewed within ten (10) business days.</li> </ul>