

# Fair Value Assessment - Children's Critical Illness Cover

The fair value assessment considers if the benefit offers fair value to our customers. It takes into account the price paid by the customer, the distribution channel, a review of the product performance, complaints, claims ratio, communications and service delivery.



**The fair value assessment for Children's Critical Illness Cover has been completed and we have deemed that the product offers fair value to and is suitable for customers:**

- Who have taken out one of our income protection policies
- Who have, are planning to have or are expecting at least one eligible child, and want to protect themselves against any potential financial impact that might occur from caring for a seriously ill child, in the event the child is diagnosed with one of the critical illnesses listed in the policy terms and conditions
- Who need cover in the form of a lump sum of up to £25,000 (cover amount selected at outset), in the event their child is diagnosed with one of the listed critical illnesses
- Who are happy that their child will be covered only by the conditions listed within the policy terms and conditions
- Who are happy that their child will not be covered for any critical illnesses or related conditions before Children's Critical Illness Cover was added to the policy
- That can afford the premiums



**Children's Critical Illness Cover will not offer fair value or be suitable for customers:**

- Who do not meet the eligibility criteria for the main income protection policy and/or who do not have, are not expecting or who do not plan to have at least one child who would be eligible under Children's Critical Illness Cover
- Who do not need Income Protection, and are wanting a standalone Children's Critical Illness policy
- Who want cover that will increase in line with the cost of living, or who want to increase the cover they have in the future
- Who want their children covered for other critical illnesses not listed within the policy terms and conditions, or to provide cover in the event of their death
- Who want to protect their children for more than £25,000
- Who are aware, or other parents were aware that their child had a critical illness or related condition or an increased risk or symptoms of a critical illness or related condition before Children's Critical Illness Cover was added to the policy. This includes:
  - If the policyholder's child is awaiting investigations related to a listed condition,
  - If the policyholder's child has been investigated for a listed condition,
  - If the policyholder's child has been diagnosed with a listed condition,
  - If either parent has sought counselling or medical advice relating to their child being affected by a listed condition

When performing our assessment of value, we have had regard to price amongst other factors. We have not considered any other fees, charges or commission distributors may apply outside of the arrangements we have agreed with them in relation to the distribution of our product. Distributors may therefore wish to consider the impact of any such fees, charges, or commission they apply wherever applicable in assessing their impact on the value which our mutual customers receive from this product.

Should you require any further information on our assessment of value, please contact [products@britishfriendly.com](mailto:products@britishfriendly.com).