



# Target Market Determination

## Product: Accidental Damage Protection Insurance (Dell)

Product Disclosure Statement Accidental Damage

Prepared on: 25 October 2023

TMD Effective Date: 7 November 2023

Last Reviewed: 22 December 2022

Next Review Date: November 2025

Issuer: AIG Australia Limited (AIG) ABN 93 004 727 753 AFSL No 381686

## What is a target market determination?

A Target Market Determination (TMD) is a determination that AIG has made that sets out:

- the class of customers that comprise AIG's target market for this Product, taking into consideration their likely needs, objectives and financial situation;
- any conditions and restrictions placed on retail product distribution conduct in relation to the Product;
- the events and circumstances that would reasonably suggest that the TMD is no longer appropriate;
- the review periods for the TMD; and
- the reporting obligations for the TMD.

This TMD does not provide any financial product advice on the Product and does not take into consideration the needs, objectives and financial situation of individual customers.

The terms and conditions of the Product are set out in the Product Disclosure Statement (PDS). Insurance products and services are provided by AIG Australia Limited ABN 93 004 727 753 AFSL 381686. This TMD does not form part of the insurance contract and is not a summary of the Product's terms and conditions. Customers should review the PDS before making any decision on whether to purchase this Product.

AIG will make this TMD available to any person, upon request, free of charge.

Terms used in this TMD, which are defined in the *Corporations Act*, have the same meaning as under that legislation.

## Application of this TMD

This TMD applies to customers who acquire the Product as retail clients namely individuals, sole traders or small businesses (a business which employs less than 100 people, if a manufacturing business, or otherwise 20 people or less).

It does not apply to other customers (wholesale clients) who may purchase the Product.

## 1. Target market

This section of the TMD describes the class of retail client customers (Customers) who comprise the target market for the Product, taking into account their likely needs, objectives and financial situation.

Outlined below is a description of the Product, key eligibility criteria and key Product attributes that affect whether this Product is likely to meet the needs, objectives and financial situation of the target market.

The target market is Customers:

- who meet key eligibility criteria of the Product; and
- where the key Product attributes meet their likely needs, objectives and financial situation.

## Product Description

The Product is designed to provide Customers with accidental damage cover on their eligible Dell device (Device).

In the event of a qualified incident, the Product will pay the cost of repair or replacement of the eligible Device. The cover is limited to one (1) qualified incident within each twelve (12) month period of cover. Any unused qualified incidents will expire and the right to claim does not accumulate or carry over to the next period.

Please refer to the PDS for full details of the Product including benefits.

## Key Eligibility Criteria

The table below provides a summary of the key eligibility criteria for this Product.

This cover is available to	This cover is NOT available to
<ul style="list-style-type: none"> <li>Customers who have purchased an eligible Dell Device.</li> </ul>	<ul style="list-style-type: none"> <li>non-Dell branded devices</li> </ul>

## Needs and Objectives

This Product is likely to meet the needs and objectives of Customers who:

- require or would like cover to repair or replace their Device in the event of accidental damage as outlined in the Product,
- require or would like this cover with the Dell support services,
- do not have existing alternative or comparable repair or insurance arrangements (such as under personal contents or business insurance) for the Device,
- do not need cover for other damage or loss or theft to the Device, or have alternative insurance arrangements (such as under personal contents or business insurance) for these events, and
- do not require needing more than one qualified incident in any twelve (12) month period.

A summary is provided below of the key Product features outlining what is covered and what is not covered.

Key Product Features	
<p><b>What is covered</b></p> <p><b>Accidental damage</b></p> <ul style="list-style-type: none"> <li>any sudden and unforeseen damage to the Device caused by external means which affects the operational functioning of the Device and occurs during normal usage of the Device,</li> </ul>	<p><b>What is not covered</b></p> <ul style="list-style-type: none"> <li>more than one qualified incident within each 12-month period of cover,</li> <li>protection against normal wear and tear including cosmetic damage,</li> <li>any externally attached components and devices attached to the Device,</li> <li>theft or misplacement of the Device,</li> <li>damage caused by reckless, abusive, wilful or intentional conduct associated with handling and use of the Device,</li> <li>repair damage caused by fire or other external causes.</li> </ul> <p>The Product contains other exclusions which can be found in the PDS.</p>

These are the key attributes. Please refer to the PDS and the service description for full details of Product coverage including benefits and exclusions.

## Financial Situation

This Product is likely to meet the financial situation of Customers who:

- require insurance coverage in line with the sums insured and policy limits available under the Product; and
- have the ability to pay premiums in accordance with the policy benefits, excess, service fees and charges, considering their financial circumstances and any vulnerabilities they may experience.

## Consistency between the Product and target market

This Product is likely to be consistent with the needs, objectives and financial situation of Customers in the target market because the Product provides cover to those Customers who:

- meet key eligibility criteria, and
- require cover for the types of damage that Customers in the target market are seeking to insure against.

## 2. Distribution conditions

This section of the TMD describes the conditions and restrictions on retail product distribution conduct that apply to Customers who are retail clients. It does not apply to other customers (wholesale clients) who may purchase the Product.

The Product is distributed by AIG through Dell telephone sales as well as selected authorised resellers selling Dell products.

The accidental damage cover is available for Customers to purchase after five (5) days from the purchase of an eligible Dell device and subject to any applicable add-on insurance deferred sales model requirements.

The Product is not to be distributed in any other way.

Dell and Dell appointed distributors will only issue the Product to Customers that meet its eligibility criteria, which align with the target market set out in section 1 above. Distribution conditions are set out in contractual arrangements between AIG and Dell.

Dell ensures that all representatives involved in the distribution of the Product:

- have a general understanding of the likely needs, objectives and financial situation of the class of Customers that fall within the target market; and
  - have been trained in the relevant acceptance criteria for the Product.
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### 3. Review period and triggers

AIG will review this TMD during the following periods to ensure that it remains appropriate:

<b>First review period</b>	Within one year from the TMD's commencement date.
<b>Ongoing review periods</b>	At least every two years after the completion of the first review period.

AIG will also review this TMD if there are events or circumstances that reasonably suggest that the TMD is no longer appropriate. The triggers for this review may arise from:

Trigger	<ul style="list-style-type: none"> <li>• material changes to the cover provided by the Product,</li> <li>• the discovery of a relevant and material deficiency in the Product's disclosure documentation,</li> <li>• a change in AIG's risk acceptance criteria or underwriting guidelines that may impact the suitability of the Product for the target market,</li> <li>• a material change to the distribution of the Product,</li> <li>• complaints or other feedback indicative of the Product no longer being suitable for the target market,</li> <li>• claims denials or other issues indicative of the Product no longer being suitable for the target market,</li> <li>• material change in sales and Product performance metrics including but not limited to cancellation rates, Product value and affordability, benefits to Customers, and the like,</li> <li>• a material change to the legislation,</li> <li>• issues arising from internal compliance monitoring, breaches or internal audit findings, or</li> <li>• concerns raised by a regulator, the Code Governance Committee or the Australian Financial Complaints Authority.</li> </ul>
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## 4. Reporting obligations

AIG and Dell staff or Dell appointed distributors are required to report the following information to AIG:

Event or circumstance	Person required to report	Reporting period
Any issue arising from the sale of the Product to Customers in breach of the distribution conditions or outside the target market.	AIG staff, Dell staff or appointed distributor.	As soon as practicable after becoming aware of the matter, and within 10 business days.
Any significant dealings that are not consistent with this TMD.	AIG staff, Dell staff or appointed distributor.	As soon as practicable after becoming aware of the matter, and within 10 business days.
The number and detail of complaints received about the Product.	AIG staff, Dell staff or appointed distributor.	<p>Periodic reporting within 10 business days after the end of each calendar quarter (31 March, 30 June, 30 September and 31 December).</p> <p>Referral of stage 2 internal dispute resolution related complaints within 24 hours.</p>
Any actual or likely compliance breach relating to sale of the Product or to distribution requirements under the DDO.	AIG staff, Dell staff or appointed distributor.	As soon as practicable after becoming aware of the matter, and within 10 business days.