



Treating Customers Fairly Policy

What is Treating Customers Fairly (TCF):

All regulated firms must “pay due regard to the interests of its customers and must treat them fairly”. At Bright this is at the heart of what we do, not just because it is a regulatory requirement but because it is the right thing to do. The FCA expects the interests of our clients to be at the heart of how we do business and, in particular, that our clients receive an insurance product that meets their needs. Bright is fully committed to TCF and the demonstration of this during the course of our day to day activities.

Our TCF Principles:

- Customers are confident that they are dealing with a business where the fair treatment of customers is central to their corporate culture.
- Products and services are designed and targeted to meet the customer’s needs.
- Customers are provided with clear information and kept appropriately informed before, during and after the point of sale.
- Products supplied perform in the way that the customer has been led to expect.
- No unreasonable post-sale barriers are put in the way of a customer being able to submit a claim or complain about the products or services provided.

Implementing TCF

Bright firmly believes that its principles, business procedures and ethics fulfil the requirements of TCF. We provide clients with clear information about the products and service we offer, including fees and charges, allowing them to make an informed decision as to the services that best suit their individual needs. We encourage clients to ask if there's something they don't understand and give them access to a formal complaints procedure should they become unhappy with our service.

Compliance

Bright have compliance procedures they follow to continually monitor and assess TCF and all other areas of regulatory compliance. Our internal compliance is continually evolving further demonstrating Bright’s commitment to TCF. [Management Information](#) Management information is provided monthly to the Board covering retention rates, sales compliance and other trends and themes. Claims data is also provided monthly to the Board and our insurer.

Consumer Duty

From 31 July 2023 the current requirements, relating to the Fair Treatment of Customers, will be replaced by a new requirement for Authorised businesses to ‘deliver good outcomes for customers’. We are currently working through a project to ensure that we comply with the new requirement before the new Rules come into effect.

The current Policy, relating to Treating Customers Fairly, will therefore be replaced by a Policy outlining how we comply with the Consumer Duty. This will be published by 31 July 2023.

Ownership and Governance

The Board of Directors has ownership and governance of this policy and reviews it regularly.

Next review date 31 July 2023