

# Register of insurance, reinsurance and ancillary insurance intermediaries

## Section A – Agents

---

### Index

- [Registration requirements](#)
- [PEC \(Certified Electronic Mail\)](#)
- [Electronic signature](#)
- [Methods of registration](#)
- [Operating/non operating](#)
- [Collaborators](#)
- [Communication requirements for distributors](#)
- [Annual obligations](#)
- [Professional update](#)
- [Moving from one section to another](#)
- [Horizontal collaborations](#)
- [Extension of business to other EEA Member States](#)
- [Removal from the register](#)
- [Reinstatement](#)
- [General rules of conduct](#)
- [Conflicts of interest](#)
- [Pre-contractual information](#)
- [Information on remunerations](#)
- [Assessment of the policyholder's requests and needs](#)
- [Advised sale](#)
- [Segregation of assets - Bank guarantee](#)
- [Promotion and distance marketing](#)
- [Promotion and marketing through the call centre](#)
- [Promotion and marketing through the Internet](#)

## Registration requirements

(articles 10, 13 and 14 of IVASS Regulation no. 40/2018)

---

### Natural person

- must enjoy full rights as citizens;
- must fulfil good repute requirements;
- must have passed the qualifying examination;
- must not be enrolled in the Register of loss adjusters;
- must not be civil servants under a full-time contract of employment or a part-time contract when the working hours exceed half of the working hours of a full-time contract;
- must not have any close links with natural or legal persons which could prevent the exercise of the supervisory tasks by IVASS in accordance with the provisions of article 109 (4-sexies) of the Code.

Those who, on 1 January 2007, were enrolled in the (now repealed) register of insurance agents or register of insurance brokers as at 1 January 2007 and that have never applied for registration in one of the sections of the Register (see article 100 of the regulation) do not have to pass the qualifying examination.

### Companies

- must have their head office in Italy;
- must have entrusted responsibility for distribution to at least one natural person enrolled under section A of the register;
- must neither be public bodies nor entities or companies controlled by public bodies;
- must not be related undertakings in which the holding exceeds 10% of their capital, which could prevent the exercise of the supervisory tasks by IVASS in accordance with the provisions of article 109 (4-sexies) of the Code;
- must not have any close links with natural or legal persons which could prevent the exercise of the supervisory tasks by IVASS in accordance with the provisions of article 109 (4-sexies) of the Code.

Companies proposing to pursue reinsurance distribution activities alone or together with insurance activities, must possess a fully paid up share capital not lower than € 120,000.00, and, in case of pursuit of both insurance and reinsurance activities:

- have entrusted responsibility for the two activities to separate natural persons;
- have an adequate organisation for the pursuit of the two activities.

### **PEC (Certified Electronic Mail)**

**(art. 8 of IVASS Regulation no. 40/2018)**

---

The natural and legal persons applying for registration in section A are required to have a certified electronic mail address that must be reported in all documents and correspondence and, if existing, in their website.

### **Electronic signature**

**(art. 9 of IVASS Regulation no. 40/2018)**

---

For signing the applications and notifications related to the management of the register, natural persons and legal representatives of the legal persons registered in section A need to have the electronic signature.

### **Methods of registration**

**(articles 12 and 16 of IVASS Regulation no. 40/2018)**

---

Applications for registration must be submitted to IVASS by filling in the [PDF electronic form](#), which shall be downloaded, filled in off-line, digitally signed and sent as an attachment by certified electronic mail (PEC) **exclusively** to the address [istanze.rui@pec.ivass.it](mailto:istanze.rui@pec.ivass.it).

In the application for registration it must be stated that the administrative charge of € 168.00 has been paid and that the obligations relating to the payment of stamp duties have been fulfilled.

**PLEASE NOTE THAT: Every PEC message may contain only one application or notification**

**Operating/non operating**

**(articles 4 (3), 11, 15, 43 (2), and 44 of IVASS Regulation no. 40/2018)**

---

#### Natural person

Natural persons are entered as “operating” provided that they state that they have taken out the professional indemnity insurance contract and that they are currently carrying out at least one distribution assignment.

When applying for registration, intermediaries can make the sole statement that they have taken out the professional indemnity insurance contract by filling in the [PDF electronic form](#), which shall be downloaded, filled in off-line, digitally signed and sent as an attachment by certified electronic mail (PEC) **exclusively** to the address [istanze.rui@pec.ivass.it](mailto:istanze.rui@pec.ivass.it). In this case, when applying for registration, intermediaries can also request the registration in section E of their staff operating outside their premises, by filling in the [PDF electronic form](#).

Or else this statement may be made after the registration in section A by filling in and sending IVASS a specific communication in accordance with the [PDF electronic form](#).

**PLEASE NOTE THAT: Every PEC message may contain only one application or notification**

Until this statement is made and the conclusion of a distribution agreement is communicated, the natural person is entered as non operating, and as a consequence any collaborators will not be entered in the Public Register.

In case of temporary inactivity, the resumption of the activity shall be conditional upon:

- having the professional indemnity insurance policy, the starting date of which shall be the same as the starting date of the activity;
- the presence of one or more distribution assignments;
- the achievement of the professional update required under article 89 of the regulation.

By **5 February** of each year intermediaries shall state that they have renewed their professional indemnity insurance contract or, in case of multi-year contracts, confirm that the relevant cover is effective by using the [PDF electronic form](#). In case of failure to notify the renewal, after 90 days have elapsed, the intermediary is shown in the register as non operating.

### Companies

Companies are entered as “operating” provided that they state that they have taken out the professional indemnity insurance policy and that they are currently carrying out at least one distribution assignment.

When applying for registration, intermediaries can make the sole statement that they have taken out the professional indemnity insurance contract by filling in the [PDF electronic form](#), which shall be downloaded, filled in off-line, digitally signed and sent as an attachment by certified electronic mail (PEC) **exclusively** to the address [istanze.rui@pec.ivass.it](mailto:istanze.rui@pec.ivass.it).

In this case, when applying for registration, intermediaries can also request the registration in section E of their staff operating outside their premises, by filling in the [PDF electronic form](#).

Or else this statement may be made after the registration in section A by filling in and sending IVASS a specific communication in accordance with the [PDF electronic form](#).

**PLEASE NOTE THAT: Every PEC message may contain only one application or notification**

Until this statement is made and the conclusion of a distribution agreement is communicated, the company is entered as non operating, and as a consequence any collaborators will not be entered in the Public Register.

In case of temporary inactivity, the resumption of the activity shall be conditional upon entering into the professional indemnity insurance contract, the starting date of which shall be the same as the starting date of the activity, and upon the existence of one or more distribution assignments.

By **5 February** of each year intermediaries shall state that they have renewed their professional indemnity insurance contract or, in case of multi-year contracts, confirm that

the relevant cover is effective by using the [PDF electronic form](#). In case of failure to notify the renewal, after 90 days have elapsed, the company is shown in the register as non operating.

## **Collaborators**

**(art. 25 of IVASS Regulation no. 40/2018)**

---

Intermediaries recorded in section A using collaborators operating outside their premises must seek their registration in [section E](#) by filling in the [PDF electronic form](#), which shall be downloaded, filled in off-line, digitally signed and sent as an attachment by certified electronic mail (PEC) exclusively to the address [istanze.rui@pec.ivass.it](mailto:istanze.rui@pec.ivass.it).

In the application it must be stated that the obligations relating to the payment of stamp duties have been fulfilled.

**PLEASE NOTE THAT: Every PEC message may contain only one application or notification**

Registration in section E is not required for:

- collaborators and/or employees pursuing business only within the premises of the agency;
- the employees and collaborators of the persons registered under section E who pursue business only at the premises of the latter.

Nonetheless they must meet the same good repute and professional requirements as those envisaged for registration under section E (see art. 48 of IVASS Regulation No. 40/2018).

## **Communication requirements for distributors**

**(art. 43 of IVASS Regulation no. 40/2018)**

---

The intermediaries included in section A, regardless of whether they are natural or legal persons, must inform IVASS within **five working days** from the event:

- of the loss of any of the registration requirements;
- of the resumption of the activity;

within **thirty working days** from the event, or from the moment when they become aware of it:

- of any changes in the information provided when applying for registration;

When the information concerns the appointment or the termination of the office of subject responsible for distribution at companies registered in section A, the notification shall be made exclusively by the company;

- the starting date of the period of inactivity, if any;
- the termination of the collaboration relationship with the subjects registered in section E.

The communications referred to in article 43 must be made by filling in the [PDF electronic form](#) which shall be downloaded, filled in off-line, digitally signed and sent as an attachment by certified electronic mail (PEC) **exclusively** to the address [istanze.rui@pec.ivass.it](mailto:istanze.rui@pec.ivass.it).

**PLEASE NOTE THAT: Every PEC message may contain only one application or notification**

### **Annual obligations**

**(art. 44 of IVASS Regulation no. 40/2018)**

---

The intermediaries included in section A, regardless of whether they are natural or legal persons, must comply with the following annual obligations:

- [payment of the annual supervisory fee](#);
- [renewal of the professional indemnity insurance contract](#).

**PLEASE NOTE THAT:** the renewal of the contract or the confirmation of the validity of the multi-year contract shall be communicated, by **5 February** of each year, using the [PDF electronic form](#), which shall be downloaded, filled in off-line, digitally signed and sent as an attachment by certified electronic mail (PEC) **exclusively** to the address [istanze.rui@pec.ivass.it](mailto:istanze.rui@pec.ivass.it). After 90 days have elapsed, intermediaries are shown as non operating, even if they have one or more distribution assignments.

## **Professional update**

**(art. 89 of IVASS Regulation no. 40/2018)**

---

Natural persons enrolled under section A of the Register shall **annually** update their professional knowledge and ability. The professional update shall be carried out starting from 1 January of the year following enrolment in the Register or the start of the distribution activities.

Professional update shall consist in the attendance at courses of no less than **30 hours per year**, delivered in class or through the equivalent means (videoconference, webinar, e-learning) and shall aim at enriching and increasing knowledge, expertise and professional skills, also with regard to the type of products mediated, to the evolution of the reference laws and to the prospects for the future development of the activities.

At the end of the professional update courses, participants shall pass a final test to verify the knowledge acquired. If participants pass the test they will be awarded a certificate.

The natural persons registered in section A and temporarily not operating are not required to update their professional knowledge during the period of inactivity.

However, before resuming activities, for the purpose of meeting the professional update obligations, the intermediary shall complete a professional update of no less than 30 hours. If activities are resumed in the same year, or in the year following the suspension, all hours completed before the suspension shall remain valid.

The new professional update obligations shall apply as at 1 January of the year subsequent to the year when activities were resumed.

## **Moving from one section to another**

**(art. 34 of IVASS Regulation no. 40/2018)**

---

### **Natural person**

The natural persons enrolled in section A of the Register may shift to another section, provided that the registration requirements envisaged for the section of destination are met. The application for shifting to another section must be submitted by filling in the [PDF electronic form](#), which shall be downloaded, filled in off-line, digitally signed and sent as

an attachment by certified electronic mail (PEC) exclusively to the address [istanze.rui@pec.ivass.it](mailto:istanze.rui@pec.ivass.it). In the application it must be stated that the obligations relating to the payment of stamp duties have been fulfilled.

**PLEASE NOTE THAT: Every PEC message may contain only one application or notification**

### Companies

The companies enrolled in section A of the Register may shift to another section, provided that the registration requirements envisaged for the section of destination are met. The application for shifting to another section must be submitted by filling in the [PDF electronic form](#), which shall be downloaded, filled in off-line, digitally signed and sent as an attachment by certified electronic mail (PEC) exclusively to the address [istanze.rui@pec.ivass.it](mailto:istanze.rui@pec.ivass.it). In the application it must be stated that the obligations relating to the payment of stamp duties have been fulfilled.

**PLEASE NOTE THAT: Every PEC message may contain only one application or notification**

### Horizontal collaborations

**(art. 22 of Decree-Law 179/2012 converted into Law 221/2012 and art. 42 of IVASS Reg. no. 40/2018)**

---

The intermediaries registered in section A may adopt forms of mutual collaboration with the intermediaries registered in sections A, B or D of the register or with the intermediaries registered in the enclosed list, also by making use of their respective mandates, on the basis of formal agreements and provided that:

- the intermediaries enrolled under section A have fulfilled the obligation of entering into a professional indemnity insurance contract and are carrying out one or more distribution assignments;
- the intermediaries enrolled under section B have fulfilled the obligation of entering into professional indemnity insurance contract;

- the intermediaries enrolled under section D are currently carrying out one or more distribution assignments.

The customer must be provided with:

- correct and complete information about the fact that the mediation activity is carried out in collaboration with multiple intermediaries;
- the indication of the exact identity, the section of registration and the role played by these intermediaries within the chosen form of collaboration.

The intermediaries pursuing business in collaboration between them shall be jointly and severally liable for any damage caused to the customer as a result of the performance of such activity, without prejudice to the right of recourse in their internal relationships.

**Please note that** The relationships established among the intermediaries enrolled under sections A and B of the Register do not constitute horizontal collaboration relationships if they have been certified by the undertaking with authorisation to collect premiums pursuant to article 118 of the Code.

### **Extension of business to other EEA Member States (art. 36 of IVASS Regulation no. 40/2018)**

---

Intermediaries registered under section A intending to carry on business in other EEA Member States under the right of establishment or the freedom to provide services shall submit to IVASS a notification by filling in the [PDF electronic form](#), which shall be downloaded, filled in off-line, digitally signed and sent as an attachment by certified electronic mail (PEC) exclusively to the address [istanze.rui@pec.ivass.it](mailto:istanze.rui@pec.ivass.it).

When an intermediary intends to avail itself, for operations to be conducted in other member States, of its own staff registered under section E, it must request an extension of operations also for the latter, in compliance with the provisions of article 116 (2) of the Code, by filling in the [PDF electronic form](#), which shall be downloaded, filled in off-line,

digitally signed and sent as an attachment by certified electronic mail (PEC) exclusively to the address [istanze.rui@pec.ivass.it](mailto:istanze.rui@pec.ivass.it).

**PLEASE NOTE THAT: Every PEC message may contain only one application or notification**

Within thirty days of receipt of the above notification, where there are no objections, IVASS shall inform the competent supervisory Authorities of the host Member States of the intention of the intermediary concerned to carry on business in their territory and shall at the same time inform such intermediary.

30 days after the receipt of the notification by the foreign Authority, IVASS shall enter this intermediary in the Register as operating.

### **Removal from the register**

**(art. 30 of IVASS Regulation no. 40/2018)**

---

Intermediaries can be removed from the register **at their request** by filling in the [PDF electronic form](#), which shall be downloaded, filled in off-line, digitally signed and sent as an attachment by certified electronic mail (PEC) exclusively to the address [istanze.rui@pec.ivass.it](mailto:istanze.rui@pec.ivass.it). In the application it must be stated that the obligations relating to the payment of stamp duties have been fulfilled.

**PLEASE NOTE THAT: Every PEC message may contain only one application or notification**

IVASS shall **automatically** remove the intermediary, among other cases, in the case of:

- striking off or removal in compliance with article 324 (1, d) of the Code;
- failure to carry on business, without good reason, for more than three years;
- loss of one of the registration requirements;
- subsequent incompatibility (registration in the national List of loss adjusters, acquisition of the status of civil servants under a full-time contract of employment or a part-time contract when the working hours exceed half of the working hours of a full-time contract);

- loss of effectiveness of the insurance covers envisaged in articles 11 and 15 of the IVASS Regulation No. 40/2018 (professional indemnity insurance contract);
- failure to pay the supervisory fee.

**PLEASE NOTE THAT: The notification of the inactivity or of the termination of appointment as agent does not entail the automatic removal from the Register.**

## **Reinstatement**

**(articles 31 and 32 of IVASS Regulation no. 40/2018)**

---

The intermediary that has been removed may request to be **reinstated** by filling in the [PDF electronic form](#), which shall be downloaded, filled in off-line, digitally signed and sent as an attachment by certified electronic mail (PEC) exclusively to the address [istanze.rui@pec.ivass.it](mailto:istanze.rui@pec.ivass.it).

In the application it must be stated that the administrative charge of € 168.00 has been paid and that the obligations relating to the payment of stamp duties have been fulfilled.

**PLEASE NOTE THAT: Every PEC message may contain only one application or notification**

**Please note that:** For the purposes of the reinstatement of the natural person in section A of the register the professional qualification requirement upon which the first registration had been made shall remain valid, except in the event where the natural person has been removed after the application of the sanction of striking off. Therefore, the qualifying examination need not to be passed by those who:

- have been registered and removed from section A or B of the register;
- have already passed the qualifying examination announced by IVASS (after the entry into effect of IVASS Regulation no. 5/2006);
- were enrolled in the repealed Register of insurance agents or in the repealed Register of insurance brokers as at 1 February 2007 (see art. 100 of the Regulation ).

However, for the purpose of the reinstatement, the natural person must have undergone a professional update of at least 30 hours, if the reinstatement application has been submitted no later than 5 years from the date of the removal. The duration of the

professional update shall be 60 hours if the reinstatement application has been submitted after 5 years from the date of the removal.

Intermediaries who have been removed from the register for failure to pay the supervisory fee, may be reinstated provided that they effect the payment of the amounts due until their removal.

The intermediary removed from the register after a final conviction or bankruptcy may be reinstated if the conditions under article 114 of the Code are met.

The subjects who have been struck off the register pursuant to article 324 (1, d) of the Code can, after at least five years from the removal, be reinstated, provided that they fulfil all the registration requirements envisaged for their section of destination, including - for natural persons - the condition that they have passed a new qualifying examination.

## **General rules of conduct**

### **(art. 54 of IVASS Regulation no. 40/2018)**

---

When carrying on distribution business distributors shall:

- act honestly, fairly, professionally and with transparency in accordance with the best interests of policyholders and insured persons and in such a manner as not to prejudice the interests of the latter;
- comply with the laws and regulations, as well as with the relevant procedures and instructions provided by the undertakings for which they conduct business;
- acquire the information necessary to evaluate policyholders' insurance and pension needs and act in such a manner so that the latter are always adequately informed;
- provide policyholders with information related to the activity pursued and to the products distributed, including marketing communications, in a fair, clear, not misleading, impartial and complete manner.

## **Confidentiality**

Distributors shall be required to preserve the confidentiality of the information acquired from policyholders or anyhow available to them on account of the activity pursued, except

with respect to the subject for which they conduct business or to whom they present the risk for a quote or acceptance.

### Premium collection

Distributors may not accept cash as means of payment of insurance premiums:

- in life classes, regardless of the amount of the premium;
- in non life classes other than motor liability insurance, when the amount of the premium exceeds € 750.00 per year for each contract.

This prohibition shall not apply to motor vehicle liability insurance and to ancillary covers, in so far as they relate to the same vehicle insured against civil liability. For these (main and ancillary) covers the limit to the amount of cash that the distributor can accept coincides with the thresholds established by the anti-money-laundering provisions.

### Conflicts of interest

**(art. 55 of IVASS Regulation no. 40/2018)**

---

In proposing and managing insurance contracts distributors shall:

- maintain and operate proportionate effective organisational and administrative arrangements with a view to taking all reasonable steps designed to prevent conflicts of interest from adversely affecting the interests of policyholders;
- take appropriate steps to identify conflicts of interest between themselves, including their managers and employees, or any person directly or indirectly linked to them by control, and their customers or between one customer and another, that arise in the course of carrying out any insurance distribution activities;
- where the arrangements made are not sufficient to ensure, with reasonable confidence, that risks of damage to policyholder interests will be prevented, the intermediary shall clearly disclose to the policyholder the nature or sources of this conflict of interest.

It shall be prohibited for intermediaries to directly or indirectly become at the same time beneficiary or lien-holder of insurance benefits. This prohibition does not apply to the insurance products of the non-life classes related to leasing operations.

In any case, taking account of the activity pursued and of the type of contracts offered, intermediaries shall:

- propose contracts and suggest changes in contract terms or other operations in the interest of policyholders under the best possible conditions in relation to the time, size and nature of such contracts and operations;
- endeavour to limit the costs borne by policyholders and obtain the best possible result, given the insurance objectives;
- refrain from proposing changes in contract terms and suggesting operations with a frequency unnecessary for the achievement of the insurance objectives;
- refrain from every behaviour that may advantage some clients over others;
- avoid to adopt practices and arrangements on remunerations that conflicts with their duty to act in accordance with the best interests of policyholders.

Information on situations of potential conflict of interests shall be provided in annex 4.

### **Pre-contractual information**

#### **(art. 56 of IVASS Regulation no. 40/2018)**

---

Intermediaries shall make available to the public in their premises, also using technological equipment, information printed in bold characters and conforming to the model envisaged in [annex 3](#), illustrating the main behavioural obligations imposed on intermediaries registered in the RUI.

Before policyholders sign a proposal or, when not envisaged, an insurance contract, intermediaries shall deliver them:

- copy of a statement, conforming to the model envisaged in [annex 4](#);
- in case the proposal is being offered away from business premises or in case the pre-contractual steps are accomplished via distance communication techniques a statement, conforming to the model envisaged in annex 3;
- pre-contractual and contractual information documents envisaged by the current provisions.

In case of renewal or of conclusion of further contracts with the same intermediary the annexes 3 and 4 shall be delivered or sent to the policyholder only if there are any variations in the information contained in it.

The above documentation may be sent to the policyholder, at his/her express request, by using distance communication techniques or through the Internet.

In the case of a horizontal collaboration, the requirements set out in annex 4 must be fulfilled by the intermediary contacting the policyholder.

### **Information on remunerations**

**(art. 57 of IVASS Regulation no. 40/2018)**

---

Intermediaries registered under section A shall provide the policyholder with information concerning the remuneration received.

If they are paid a fee by the customer, in the pre-contractual phase, they shall disclose the relevant amount or the method for calculating it.

In the event of a horizontal collaboration, such information concerns the fee received by the issuing intermediary who has a direct relationship with the undertaking.

### **Assessment of the policyholder's requests and needs**

**(art. 58 of IVASS Regulation no. 40/2018)**

---

Distributors shall be required to propose contracts adequate to meet the policyholder's or the insured's insurance and pension needs.

For this purpose, before policyholders sign a proposal or, when not envisaged, an insurance contract, they shall obtain from those policyholders any information useful to assess their demands and needs.

The information to be collected shall include, if applicable, specific on age, health condition, profession, family status, financial and insurance position and expectations as regards the signing of a contract, in terms of coverage and duration, also taking into

account any insurance coverage already in effect, the type of risk, the characteristics and complexity of the proposed contract.

Based on the gathered information, distributors, taking into account the type of policyholder and the nature and complexity of the proposed product, shall provide the policyholder, in a clear and comprehensible manner, with objective information on the product, describing its characteristics, duration, costs, limits of the coverage and any other item that may help him/her to make an informed decision.

The policyholder's refusal to provide one or more pieces of the information required must be written down in a statement, to be enclosed to the proposal or to the policy, and underwritten by the policyholder and by the distributor, containing a specific warning about the fact that this refusal shall undermine the possibility to select the contract tailored to the demands and needs of the policyholder.

When distributors receive insurance and pension proposals that are not consistent with the requests and needs of the policyholder, they shall inform him/her of this circumstance, specifying the reasons and providing evidence thereof with a specific statement signed by the policyholder and the distributor.

### **Advised sale**

**(art. 59 of IVASS Regulation no. 40/2018)**

---

Without prejudice to the requirement to assess the requests and needs of the policyholder, where advice is provided prior to the conclusion of the contract, the distributor shall provide the policyholder with a personalised recommendation explaining why a particular contract would best meet the policyholder's demands and needs.

Where advice is given on the basis of a fair and personal analysis, the intermediary shall give that advice on the basis of an analysis of a sufficiently large number of contracts and providers available on the market to enable it to make a personalised recommendation, in

accordance with professional criteria, regarding which insurance contract would best meet the policyholder's needs.

### **Segregation of assets - Bank guarantee (articles 63 and 64 of IVASS Regulation no. 40/2018)**

---

If the premiums paid to the intermediary and the amounts to be used for the payment of claims or due by insurance undertakings are managed through the intermediary they shall be kept in a segregated account whose holder may also be the intermediary expressly as such, and shall represent independent assets from those of the intermediary.

The money shall be deposited immediately and anyhow not later than ten days after payment.

The money may be deposited net of the commissions due to the intermediary in case this possibility is allowed by the principal undertakings.

Non exclusive intermediaries shall adopt procedures designed to guarantee the attribution of monies to each principal insurance undertaking and the respective insured persons.

Intermediaries shall not be allowed to temporarily deposit premiums and amounts to be used for the payment of damages, or other insurance benefits to be paid by undertakings, in current accounts other than the separate current account.

These rules do not apply to those who have taken out a bank guarantee for an amount equal to at least 4 % of collected premiums (net of taxes), with a minimum of € 19,510 and acting as a guarantee on first demand.

In the event of multiple assignments, in order to determine the amount of the bank surety, four percent of the collected premiums is calculated on the total net premiums collected by the intermediary, regardless of the portion referring to the individual assignments, as at 31 December of the previous year.

## **Promotion and distance marketing**

### **(articles 69 and seq. of IVASS Regulation no. 40/2018)**

---

Before policyholders are bound by any distance insurance contract, the agent shall provide them with Annexes 3 and 4 to the regulation as well as with the pre-contractual information documents envisaged by the current provisions, and shall inform them of:

- the name of the distributor and the purpose of the call;
- the identity of the person in contact with the policyholder and his/her link with the insurance distributor;
- a description of the main characteristics of the service or product offered;
- the total premium to be paid by the policyholder, including taxes;
- information on the remuneration received in relation to the contract distributed;
- the right of withdrawal pursuant to article 67-duodecies of Legislative Decree no. 206 of 6 September 2005.

## **Promotion and marketing through the call centre**

### **(art. 76 of IVASS Regulation no. 40/2018)**

---

Agents who use call centres shall:

- assume full responsibility for the acts done by the call centre staff;
- appoint one collaborator registered in section E responsible for the coordination and supervision over the distance distribution activity carried on by the call centre;
- make sure that:
  - call centre staff have adequate professional competences and appropriate knowledge of the contracts and services offered, according to the provisions in Part IV of the regulation;
  - on the first contact the call centre staff furnish their identification code or their name and the name of the intermediary they work for;
  - policyholders can, upon request, be put in contact with the collaborator registered in section E responsible for the coordination and supervision of the call centre;

- the information is correct, true, given in Italian and in a clear and comprehensible language;
- the answers given by the call centre staff are standardised and compliant with contract terms.

## **Promotion and marketing through the Internet** **(articles 78 and seq. of IVASS Regulation no. 40/2018)**

---

### **Registration of the domain**

The distributors who carry out activities for the promotion and placement of insurance products through websites, are the holders of the related domain.

In the event that such activities are carried out by an intermediary, the holder of the domain is the natural person who operates on an individual basis or the mediation company.

### **Intermediaries' website and social network profiles**

Where the agent carries out promotion and placement activities through the Internet, the agent's website, social network profiles and applications used for this purpose, shall contain on the home page, or on a specific page directly accessible from the home page, in a clear and visible manner, the following information:

- a) the identification data of the intermediary, the number of enrolment in the Register and the address of the website where the details of the related enrolment are available;
- b) the head office and branches – if any;
- c) the telephone and fax number, the e-mail address and, where required, the certified electronic mail address;
- d) that the intermediary is subject to IVASS supervision;
- e) the contact information for submitting complaints and the right of the policyholder to avail him/herself of other out-of-court redress systems as set forth in the applicable laws.

## Comparison services

Intermediaries which, through their websites or other means, provide information about one or more insurance contracts, and also the compilation of an insurance product ranking list, according to the methods set forth in article 106 (1) of the Code, shall:

- a) indicate the data related to the comparative market share and the list of insurance undertakings with which they have signed agreements for the comparison of policies;
- b) guarantee that the number of undertakings advertised for comparison corresponds to that of the undertakings actually compared;
- c) in case of non-quotation of one or more of the undertakings for which comparison is declared, an explanation must be given;
- d) provide comparisons based not only on price but also on the policy's key features, presenting them according to a standard which facilitates comparison among the various offers;
- e) establish processes for the identification of the policyholder's insurance needs and quotation of the guarantees so as to produce a range of products all meeting the needs expressed by the policyholder;
- f) adopt operating methods suitable to avoid forced combinations of ancillary coverages for motor liability insurance contracts and opt-out mechanisms;
- g) guarantee the transparency of the remunerations recognised by each of the undertakings to the intermediary for the comparative service, as well as the remunerations recognised by the undertakings, for each policy, if a contract is concluded;
- h) disseminate fair, clear, not misleading, impartial and complete marketing communications;
- i) preserve the confidentiality of the information acquired from policyholders.