



ANNOUNCEMENT:

BNM Disclosure Requirements on Distribution Via Non-Direct Digital Platforms

Dear Valued Customer,

Please be informed that pursuant to section 123(1) of the FSA and section 135(1) of the IFSA, Bank Negara Malaysia (BNM) have specified the following standards to ensure that insurance companies are fair, responsible, transparent, and professional in all dealings with financial consumers when marketing or selling insurance products through their intermediaries and by any other means.

In this regard, an insurance company that markets or sells insurance and products through *non-direct digital platforms is required to take the following measures which are intended, among others, to address the gaps observed by BNM in relation to the marketing and sales of insurance by the insurance company through non-direct digital platforms:

1. To ensure clear and prominent disclosure of the key information on the digital platforms of its intermediaries is made, including:
 - a) name of insurance company, relationship between the intermediary and the insurer, and the level of services offered to consumers;
 - b) statement that consumers have an option to purchase similar product that provides a rebate on commission or is commission-free if purchased directly from the insurance company direct distribution channels, such as insurance company own website or physical branches, prior to proceeding with final confirmation of purchase;
 - c) detailed breakdown of premium amount, remuneration payable to the intermediary, as well as relevant fees and charges to be paid by consumers on the final confirmation purchase page prior to payment (i.e. not via a link to another document); and
 - d) free-look period and premium refund policy (where applicable) immediately after payment (i.e. not via a link to another document);
2. To ensure intermediaries and any related parties are prohibited from marking-up premium by insurance company or imposing any additional fees and charges to consumers on digital platforms; and
3. To establish appropriate policies, procedures and mechanisms to ensure effective monitoring and handling of consumer complaints received by the type of intermediaries, including its digital platform.

Note: *non-direct digital platforms – do not include any digital platforms, whether developed as the insurance company proprietary system or outsourced to third party vendors to administer on behalf of the insurance company, whereby consumers purchase the products directly from the insurance company.

The above-mentioned standards and measures came into force with effect from 2nd May 2024.



If you have any questions or require further assistance, please do not hesitate to contact our Customer Relationship Centre via WhatsApp at [012-6031978](https://wa.me/6031978).

Thank you.

Regards,

RHB Insurance Berhad (197801000983 (38000-U))
