



# Over redemption

Product brochure  
**Worldwide**



## Overview

Promotions and service offerings can be a valuable way to attract customers to your business, and our contingency products are designed to help you run these activities without the fear of a huge financial loss.

## About CFC

CFC is a specialist insurance provider and a pioneer in emerging risk. With a track record of disrupting inefficient insurance markets, CFC uses proprietary technology to deliver high-quality products to market faster than the competition while making it easier for brokers to do business. Our broad range of commercial insurance products are purpose-built for today's risks, and we aim to give our customers everything they need in one, easy-to-understand policy.

Headquartered in London, CFC serves more than 70,000 businesses in over 80 countries. Learn more at [cfcunderwriting.com](http://cfcunderwriting.com) and [LinkedIn](https://www.linkedin.com/company/cfc).

## Contact



**Matt Helm**  
Contingency Practice Leader

[mhelm@cfcunderwriting.com](mailto:mhelm@cfcunderwriting.com)  
+44 (0)207 469 1718

# Coverage highlights

## Over-redemption cover

Our over-redemption policy comes into play when special promotions and service offerings achieve a greater response than you had anticipated. This cover applies to on-pack and in-store promotions, response-based direct mail, loyalty programs, gift card programs, pre-paid credit cards, paper and electronic coupons, and other activities that have a quantifiable cost associated with each response.

## Meaningful limits

Although you might find other providers of contingency cover, few are able to offer a sufficiently high limit if you are running a large promotion. At CFC, we can offer some of the highest limits available: £20m in the UK, \$30m in the US, Canada, and Australia, and €25m in Europe. Our meaningful limits mean you don't have to shop around for several providers to find cover, saving you time and money.

## Bespoke underwriting

We understand that all promotions and prize competitions are different, so rather than giving you a generic, one-size-fits-all product that might not be relevant to you, we are flexible and offer policies with coverage tailored to your specific needs.

## Exceptional service levels

Obtaining contingency cover has traditionally been a lengthy and time-consuming process. Our experienced team, however, are able to quote most policies within 24 hours as long as we have all the information we need, and can bind policies instantaneously.



### Who's it for?

- Agencies
- Brands
- Media owners
- Retailers



### What does it cover?

The unforeseen financial cost of promotions that produce a higher than expected response rate from consumers, including:

- The cost of the consumer offer
- The fulfilment of the consumer offer

Kinds of promotions covered include, but are not limited to: cashback offers, collector promotions, conditional rebates, coupons (paper and electronic), direct mail promotions, gift and store card programs, in-store promotions, instant win games, loyalty programs, money-back guarantees, and pre-paid credit cards.



### Optional extras

Our policy can be tailored to offer either a traditional deductible or a one-off fixed fee.

## Limits, deductibles and premiums

Maximum limit	\$7.5m £7.5m €7.5m
---------------	--------------------------

Minimum deductible	Nil
--------------------	-----

Minimum premium	\$1,000 £1,000 €1,000
-----------------	-----------------------------

Coverage is subject to underwriting and the terms, conditions, and limits of the issued policy.