

*Compliance Guidelines for Advertising, Marketing and Promotional Statements in relation to the Cover-More B2C Policy Issuing System*

The purpose of this document is to provide a brief guide for any information you may wish to include on your website to compliment the Cover-More B2C quote box.

## The B2C Quote Box

**Travel Insurance - Quote & Buy**

Single Trip | Annual Multi-Trip

Do all travellers live in Australia?

Area of Travel:

Country Most Time Spent In:

From dd/mm/yyyy:

To dd/mm/yyyy:

Adult Traveller Ages:

Dependent Children Ages (0-20 years):

**Get Quote**

**Important Information**

- Product Disclosure Statement - Options
- Product Disclosure Statement - Essentials
- Financial Services Guide
- Emergency Assistance
- Our Authority
- Making a Claim
- Contact Us
- Privacy Policy
- Terms of use

Cover-More Insurance Services Pty Ltd. ABN 95 003 114 145  
AFSL241713

Once you have registered, Cover-More will provide a link for your IT department to 'embed' in your website.

The content of this quote box is controlled by Cover-More. You cannot edit or change this content.

The below guidelines refer to any content that you may wish place on your website to compliment the B2C quote box.

## Marketing Guidelines

You should ensure that you do not provide a recommendation, opinion or comparative judgment in marketing communications. Where possible Cover-More prefer the use of factual information in advertising. General Advice in promotions can be used but must be signed off by Cover-More and have the appropriate disclaimers attached.

## Misleading & Deceptive Behavior, Misconduct and False Representation

Please refer to Cover-More's online B2B training material on consumer protection. There are severe penalties for false or misleading statements in promotional material.

## Customer Privacy

It is important to refer to and keep in mind the requirements of the Privacy Act.

Personal data collected from a direct marketing campaign may only be used if the customer has given their consent and all personal data must be kept secure. The customer should be made aware of the identity of the controller of the data.

## Advertising Disclaimers

Disclaimers in advertisements must be legible and clearly expressed. You must also ensure that there are no misleading or deceptive statements in the advertisement.

## Review

Cover-More will conduct periodic reviews to ensure these guidelines have been met. Please email your website address to [enquiries@covermore.com.au](mailto:enquiries@covermore.com.au) or call 02 8907 5140 if you any further queries.

**N.B.** Please notify Cover-More Travel Insurance before adding or making changes to any promotional material or to the way travel insurance is referenced on your site.