



**flora**  
by Ethias

**FLORA TENANT INSURANCE**

# Segmentation Criteria

# Introduction

## Segmentation criteria – what are they?

These are the elements we take into consideration when deciding whether or not to insure a property or a person, as well as to determine the price according to their situation.

The Insurance Act obliges insurance firms to be transparent with regard to segmentation. Flora is committed to transparency, so you will find all the information and explanations below about the segmentation criteria we use that are linked to acceptance and the prices you pay. Some criteria may also affect the scope of your cover, but this is not currently the case at Flora.

## Segmentation criteria linked to acceptance

Flora believes in creating a climate of trust between the insured person and Flora. An insured person whose past behaviour has had an impact on Flora's legitimate trust may be refused the requested cover. Flora may also refuse to insure a tenant because of the nature of the risk, i.e. characteristics of the home.

The acceptance criteria used are:

### General acceptance criteria



#### **Disputes**

Proceedings brought against the policyholder due to a default on payment are likely to have an impact on Flora's legitimate trust.



#### **Behaviour that violates the law**

Lack of compulsory insurance or a fraudulent declaration or omission, either when signing the contract or when a claim is made, is likely to have an impact on Flora's legitimate trust.

### Acceptance criteria relating to tenant insurance



#### **The condition and location of the accommodation**

Some homes are dangerous because of the state they are in or their location (examples include ruined buildings, buildings on flood plains, residential caravans on flood plains etc.) and so they are likely to be subject to more frequent and/or serious claims. Flora does not insure such homes.

Some homes are of an exceptional nature because of their configuration or history (for example: listed buildings, indoor swimming pools, annexes with a surface area of more than 50 m<sup>2</sup> or an upper storey, homes with lifts, homes with more than 15 rooms etc.), and so these are likely to be subject to excessive claims. Flora does not insure such homes.

Flora only accepts homes located in Belgian territory.



### **Amount of rent**

The amount of rent you pay tells us about the characteristics and value of the rented accommodation. The Flora tenant product has been developed for accommodation whose rent is no more than €1,500.00\*. If the rent were to exceed this amount, it would have an impact on the amount paid out in the event of a claim. Therefore, Flora does not insure homes whose rent (excluding charges) is more than €1,500.00\*.

\* This amount is linked to the evolution of the ABEX index and calculated on the basis of index 833 as applicable to the period from 01/01/2020 to 30/06/2020.



### **Previous claims**

The number of previous claims gives us an idea of the state of the property and/or helps us evaluate the likelihood of future claims.



### **Use of the home**

Flora tenant insurance has been developed to cover homes whose use is mainly private. If the characteristics of the accommodation show that its use is mainly professional, Flora will refuse to insure it.

## Segmentation criteria linked to pricing

As part of the healthy management of its activities, Flora applies segmentation criteria to determine the amount of the premium payable by the insured person (the amount you have to pay), based on their risk profile (the type of home you live in and where it is located). This makes it possible to set the premium at a level that is fair to everyone, and keep it at that level.

This has to do with characteristic of the home that are likely to impact the likelihood of claims and/or the amount to be paid out in the event of a claim. These factors are also taken into account when calculating the amount of the premium.

The pricing criteria applied are:



### **Type of home**

The price of insuring a home will depend on whether it is an apartment or a house with two, three or four exterior walls. Flora takes this criterion into consideration when calculating your premium.



### **Geographical location**

When you sign up for insurance, we will ask for the postcode of your house or building and this will also be a factor in deciding the most appropriate price for this location.