**10) Challenges consumers face when purchasing insurance products**

**Altroconsumo Comment**

Unfortunately, the evidence acquired with Altroconsumo's Mystery Shopping shows that the transparency of the offer is lacking and that advice is inadequate, especially when it comes to policies sold together with loans. On this aspect, strict controls are needed because no rule is fully effective if incorrect operators are not punished.

Moreover, non-life insurances often are very complex products: customers have to read a lot of information and language frequently is very technical. Altroconsumo cooperated with other consumers association, brokers association and ANIA to draw up guidelines in order to define a new standard contract structure, clearer and more straightforward with a particular focus on the clarity of language. The document (attached) was presented to IVASS on 6 February 2018, in the presence of all the participants to the Technical panel and AGCM, and was sent out by ANIA to all the undertakings on 6 March. IVASS asked to companies to comply with the guidelines as soon as possible and asked to finish the review by the end of 2019 (document attacched in english and in italian).

Many companies reviewed their contracts, but unfortunately not all undertakings have complied with the guidelines.

The use of PID – introduced by IDD – can be helpful for consumer in order to understand coverages and main exclusion, but it is an abstract: policy terms and condition are still fundamental to undestand the insurance product.

