



## about our services

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Assured Financial Services  
8 Anjou Green  
Chelmsford, Essex  
CM1 6EE  
Tel: 01245 399989

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### 1. The Financial Services Authority (FSA)

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The FSA is the independent watchdog that regulates financial services. It requires us to give you this document. Use this information to decide if our services are right for you.

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### 2. Whose products do we offer?

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- We offer products from the whole market.
- We only offer products from a limited number of companies.
- We only offer products from a single group of companies.
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### 3. Which service will we provide you with?

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- We will advise and make a recommendation for you after we have assessed your needs.
- You will not receive advice or a recommendation from us. We may ask some questions to narrow down the selection of products that we will provide details on. You will then need to make your own choice about how to proceed.
- We will provide basic advice on a limited range of stakeholder products and in order to do this we will ask some questions about your income, savings and other circumstances but we will not:
- conduct a full assessment of your needs;
  - offer advice on whether a non-stakeholder product may be more suitable.
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### 4. What will you have to pay us for our services?

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- Before we provide you with advice, we will give you our keyfacts guide 'about the cost of our services'.
- We will tell you how we get paid, and the amount, before we carry out any business for you.

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## 5. Who regulates us?

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Assured Financial Services is an appointed representative of Sesame Limited, Oasis Park, Stanton Harcourt Road, Eynsham, Witney, Oxon OX29 4AE which is authorised and regulated by the Financial Services Authority. Sesame Limited's FSA Register number is 150427.

Sesame Limited's permitted business is advising and arranging life insurance, pensions and investments.

You can check this on the FSA's Register by visiting the FSA's website [www.fsa.gov.uk/register](http://www.fsa.gov.uk/register) or by contacting the FSA on 0845 606 1234.

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## 6. Loans & Ownership

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Sesame Limited is a wholly owned subsidiary of Sesame Group Limited, which in turn is a wholly owned subsidiary of Friends Provident Distribution Holdings Limited. The ultimate holding company is Friends Provident plc.

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## 7. What to do if you have a complaint

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If you wish to register a complaint, please contact us:

... **in writing** Write to The Disputes Team, Sesame Limited, Independence House, Holly Bank Road, Huddersfield HD3 3HN.

... **by phone** Telephone 01484 422224.

If you cannot settle your complaint with us, you may be entitled to refer it to the Financial Ombudsman Service.

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## 8. Are we covered by the Financial Services Compensation Scheme (FSCS)?

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We are covered by the FSCS. You may be entitled to compensation from the scheme if we cannot meet our obligations. This depends on the type of business and the circumstances of the claim.

Most types of investment business are covered for 100% of the first £30,000 and 90% of the next £20,000 so the maximum compensation is £48,000.

Further information about compensation scheme arrangements is available from the FSCS.

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## **Terms of business**

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### **Commencement date**

These Terms of Business come into effect on the date you receive them from us.

### **How we act for you**

Our principal is authorised and regulated by the Financial Services Authority. Both we and our principal have various other regulators for non-FSA regulated products and services. We and our principal are located in the United Kingdom.

We will communicate with you orally and in writing. We prefer our clients to give us instructions in writing to avoid possible disputes. If we accept oral instructions from you, we will confirm them in writing to you. Any advice we give you will normally be in writing, but if given orally, we will record it on our files.

Where any recommendation we make, or transaction we undertake for you, results in a right to cancel the policy under certain conditions, we will advise you of these rights. We will also tell you if you do not have a right to cancel the arrangement.

Occasions can arise where we, or one of our other customers, will have some form of interest in business that we are transacting for you. If and when we become aware that our interests, or those of one of our other customers, may conflict with your interests, we will inform you and obtain your consent before we carry out your instructions. If we can continue to act for you, we will tell you how we will ensure your interests are protected. On occasion we may have to cease acting for you, but we will help you find advice from elsewhere, if you want us to.

When we arrange investments for you we will register these in your name unless otherwise agreed in writing. Additionally, we will ensure you receive either a contract note, documents of title, or certificates evidencing title. All such paperwork will be forwarded to you by post as soon as possible after we receive them. Where a number of documents relating to a series of transactions is involved, the documents will normally be retained until the series is completed.

Our regulator requires that we classify our clients as either 'retail' (personal) or 'professional' (business). In all cases we will classify you as a retail client. This will give you the highest level of consumer protection and in some circumstances access to the Financial Ombudsman Service.

### **Investment risk**

All investments carry a degree of financial risk that will tend to increase in proportion to the potential rate of return on the investments. Some investments in products carry the risk of the value of the investment falling and decreasing their asset value, for example products based on the stock markets.

Before entering into any investment agreement, we will explain the risk, but you must tell us if you do not understand the risk associated with the product or if you do not wish to accept that level of risk.

### **We do not handle client monies**

Crossed cheques for premiums or investment monies can only be made payable directly to the product provider. No premiums or investment monies of any kind should be paid or made payable to anyone else.

You should therefore decline to give any money to, or write cheques payable to Sesame Ltd Appointed Representatives or Sesame Ltd Registered Individuals, other than payment of a fee due to them, for advice and/or services you have received.

Appointed Representatives and Registered Individuals are not to handle client money. Any receipt by them of such a payment from you, will not be regarded by Sesame Ltd as being a transaction for which Sesame Ltd will have any responsibility.

## **Contact**

Once we have acted upon your instructions we will not normally give you further advice.

Where we are providing advice on an ongoing or retained basis, we will confirm the details to you separately and in writing. These arrangements will be discontinued if, at any time, we cease to be a member of the Sesame network.

However, we may review our record of your investments and policies periodically and contact you to suggest that we arrange a review meeting. We will, however, be pleased to advise you at any time should you require further assistance.

We like to keep our customers informed of products and services we offer which may be of interest to them, therefore, from time to time we may forward marketing material to you, or contact you by telephone.

We hope that you are happy with the services we provide. However, if for any reason you are unhappy, we would like to hear from you. Please write to The Disputes Team, Sesame Limited, Independence House, Holly Bank Road, Huddersfield HD3 3HN. Or telephone 01484 422224. If you cannot settle your complaint with our principal, or us, you may be entitled to refer it to the Financial Ombudsman Service. If you would like a copy of our complaint handling procedures, please ask us.

## **Termination of this agreement**

You, or we, may terminate our authority to act on your behalf at any time without penalty. Notice of this termination must be given in writing by first class post. It will be deemed to be received 2 business days after being posted.

Any business currently being completed will be completed unless we receive your instructions to the contrary.

Any fees outstanding at the date of termination will be due within four weeks of the termination date.

## **Law**

These Terms of Business are governed and shall be construed in accordance with English law and the parties shall submit to the exclusive jurisdiction of the English Courts.