Cutting exclusions from insurance contracts

Long, convoluted exclusion clauses have become a pain point for insurance customers. Over time they’ve also contributed to a loss of trust in our industry. In response, we’ve made simpler, clearer promises that our customers can rely on.

This includes Project Exclusion, an initiative that examined the assumptions and judgements that exclusions are based on, and questioned why they were there.

As part of this, we consulted with stakeholders, regulators and reinsurers. We also looked at traditional insurance contracts, finding a number of irrelevant and unnecessary exclusions that we could remove.
Changing the industry

The results have been transformational. Thanks to Project Exclusion we have:

- Removed exclusions that weren’t based on good evidence – such as out-of-date medical research
- Removed exclusions that were based on moral judgments – such as whether someone drinks alcohol
- Improved our underwriting – more accurately calculating ‘high risk’ leisure activities such as sky-diving
- Improved how we explain our products – using simple language and translating legal jargon

Through Project Exclusion we cut an average 50-70% of exclusions from our contract clauses. What’s more, we’ve triggered meaningful change beyond our own organisation. Because we’ve now been asked by a regulator to lead an industry-wide Project Exclusion initiative.