



ivari's non-face-to-face insurance application guidelines

For flexibility and choice across all product lines

Do you have clients that you cannot meet with face-to-face? This can present a challenge, especially if you are unable to have the insurance application signed in person.

While it is always preferable to have direct contact with your client, that may not always be possible. These guidelines will help ensure compliance with current laws and regulations for non-face-to-face insurance sales.

Applicable for all ivari's insurance products (term, critical illness (CI), and universal life (UL))

- The identification (ID) section on the application must be fully completed for all owners
(The ID must be an original, non-expired government issued photo I.D., such as passport, provincial health card (except in AB, PEI, ON and MB), driver's licence or Age of Majority, Permanent Resident Card, Provincial and Territorial Photo Card)
- A signed delivery receipt will be mandatory for all New Business policies sold non-face-to-face.

The following due diligence is required (*note that these steps only form part of your due diligence responsibilities on behalf of your client*)

Advisors must:

- Adhere to the Code of Ethical Market Conduct and specifically to the sections that apply to application completion such as providing accurate, clear product disclosure, which is not misleading and customer-focused product recommendations.
- Make a diligent and professional analysis of their customer's needs, objectives, and financial circumstances to determine the appropriateness of the product and/or other recommendations being made.
- Comply with conflict-of-interest regulations.
- Provide appropriate advisor disclosure, as required by the province in which the sale is taking place.

Regulatory licensing requirements

- You must be licensed in the province where the policy owner resides and signs the application.

Temporary Insurance Agreement (TIA)

- TIA will take effect if all TIA terms and conditions are met, the initial premium payment is received at ivari's Head Office with the insurance application and is honoured by the financial institution.

The signature requirement process has not changed.

Signatures are required by all parties on the insurance application and any other required forms.

Non-Face-To-Face Quick Reference Chart					
Product	Non-face-to-face accepted	Requirements	Gov't Issued Photo ID*	Advisor's report must advise if completed in person or not	Delivery receipt (mandatory for New Business)
Term	Yes	All ages and face amounts	✓	✓	✓
CI	Yes	All ages and face amounts	✓	✓	✓
UL	Yes**	All ages and face amounts	✓	✓	✓

For UL non-face to face New Business & Policy Change

- *Required: a Government-issued photo identification (Refer to an original, non-expired government-issued photo ID, such as passport, provincial health card (except in AB, PEI, ON and MB), driver's licence or Age of Majority, Permanent Resident Card, Provincial and Territorial Photo Card)
- **eID (Electronic ID) verification will be requested by ivari and completed by Equifax
An electronic identification ("eID") is a digital solution for proof of identity reconfirming the information provided on the application.
- If the eID verification fails (information not identical to the Government-issued photo identification) then a dual-process verification method will be required.

Dual-process verification method:

The dual process method to confirm an individual's identity requires that you refer to any **two** of the following:

- Documents or information from a reliable source[†] that contain the individual's name and date of birth
- Documents or information from a reliable source that contain the individual's name and address
- Documents or information that contains the individual's name and confirms that they have a deposit account, a prepaid payment product account, or a credit card or other loan account with a financial entity, and confirming that information

[†]You must refer to original documents or information from two different, government-issued IDs that contain all the information, which must match the information provided by the individual. To find out more about the appropriate ID requirements, check the FINTRAC website.

For further details on dual-process method please visit the FINTRAC website:

ENG – <http://www.fintrac-canafe.gc.ca/guidance-directives/client-clientele/Guide11/11-eng.asp>

Delivery of the Policy Contract

- eDelivery via webcappow using DocuSign eSignature
- eSignatures must be “Draw only”, all other eSignatures will be rejected. “Draw only” is required for downstream transaction processing for signature comparison.

(DocuSign meets some of the most stringent Canadian security standards and uses the strongest data encryption technologies available. DocuSign eSignature also complies with Canada’s federal PIPEDA Act and provincial UETA.)

Replacing an existing policy

- A LIRD (Life Insurance Replacement Declaration) and in Quebec a “Notice of replacement of insurance of persons contract” form issued by the AMF will be required for all replacements and where required by provincial legislation. Please ensure you send us the appropriate forms with the insurance application.
- Replacements should be done only if it is in the best interests of the client. To ensure continued insurance coverage for the proposed insured(s), keep the existing policy in-force until the new policy is settled.

ivari 360 is up and running!

ivari 360 application is now available to use with your clients. Our electronic insurance application takes you from start-to-finish quickly, easily, and seamlessly. If you haven’t tried our eApp yet, be sure to check out the ivari 360 step-by-step job aids including DocuSign signing and Advisor Tips. Visit ivari360.ca