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**Sensitive Business Name Request Form**

**Full legal entity name of applicant firm**

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**Important information you should read before completing this form**

Please keep a copy of your completed forms and any supporting documents you include in your application pack for future reference.

The FCA processes personal data in line with the requirements of The General Data Protection Regulation (EU) 2016/679 and the Data Protection Act 2018. For further information about the way we use the personal data collected in this form, please read our privacy notice available on our website: [www.fca.org.uk/privacy](http://www.fca.org.uk/privacy) .

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| 1 | Firm details |

Firm status

**1.1 Please confirm the status of the firm to which this request relates?**

FCA/PRA Authorised

Appointed Representative

Not Authorised

PSD / E-money institution

Core details

**1.2 Please confirm if the request relates to a registered or trading name**

Registered name

Trading name

**1.3 Contact details**

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| --- | --- |
| Name |  |

|  |  |
| --- | --- |
| Address |  |
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|  |
| Postcode |  |

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| --- | --- |
| Contact number |  |

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| --- | --- |
| Contact email |  |

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| Website address |  |

**1.4 Firm Reference Number (if FCA/PRA authorised)**

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Proposed name

**1.5 Proposed name**

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**1.6 Sensitive term**

Please select the relevant term from the list below.

Assurance  Insurer

Assurer  Mutual

Banc  Reassurance

Bank  Reassurer

Banking  Reinsurance

Friendly Society  Reinsurer

Fund  Underwrite

Insurance  Underwriting

A derivation of any of the above

**Notes**

1. Insurance intermediaries requesting FCA view to use a sensitive word such as ‘insurance’ or ‘assurance’ should have a qualifying term in the proposed name (eg. services, brokers, consultants, Solutions etc.) to make it clear that the firm is only authorised to carry out insurance mediation activities and not insurance business activities.
2. A derivation of any of the above: Please quote the plural, possessive form or compound expression of the sensitive term in the name the FCA is required to provide a view on. For example, Bnk for ‘Bank’

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| 2 | Standard questions |

Rationale for requesting FCA view to the use of the proposed sensitive name

**2.1 Please explain why your business should use the proposed sensitive business name.**

This should clarify why you believe that the use of the sensitive word in the proposed name is consistent with the activities carried out by your business and unlikely to mislead the public. For example: “my business is authorised to carry on insurance mediation and I wish to add the word ‘Insurance’ to the company’s registered and trading name, together with the qualifier ‘Services’. This reflects the activities that the firm is authorised to carry out hence I believe there is no risk of misleading the public”.

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Activities that the firm carries on, or will carry on

2.2 Please describe the nature of the firm and detail all business activities that it will carry on.

The information should be as complete as possible, including details of the type of customers the business is targeting (e.g. retail, wholesale, the public etc.), details of the markets (e.g. geographical and sector), and the services provided to the clients.

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Any other relevant information

2.3 Please provide any other relevant information that you feel may support your application and why the firm requires the requested sensitive business name.

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| 3 | Additional Information |

If one of the scenarios below applies to your request, please complete the relevant section of the form as per the guidance below:

* If FCA view is sought regarding an UCITS, an Alternative Investment Fund or any other investment fund, please answer **Questions 3.1 and 3.2.**
* If FCA view is sought to use the term ‘underwriting’ in relation to a Lloyds Corporate Investor, please answer **Questions 3.3 to 3.5.**
* If FCA view is sought to use the term ‘underwriting’ in relation to an underwriting agency/Lloyd’s cover holder with a binding authority, please answer **Questions 3.6 to 3.8.**

Additional questions for ‘AIF/UCITS/other fund arrangements’

3.1 Please describe how the fund will be promoted and marketed and to what categories of investors

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3.2 Please provide the details of the firm managing the fund including firm reference number. If the asset manager is authorised and supervised by a foreign regulatory authority, please provide details including the name of the regulatory authority

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Additional questions for Lloyd’s Corporate Investors

**3.3 Lloyd’s Corporate Number**

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**3.4 Name of Lloyd’s Managing Agent**

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**3.5 Firm reference number of the Lloyd’s Managing Agent**

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Additional questions for ‘Underwriting agencies / Lloyd’s cover-holders

**3.6 Name of the authorised insurer delegating binding authority**

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**3.7 Firm Reference Number of the authorised insurer delegating binding authority**

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**3.8 Please confirm you have attached a copy of the binding authority agreement**

Attached