



about our insurance services

asu.ltd
12-50 Kingsgate Road
Kingston upon Thames
Surrey
KT2 5AA

1 The Financial Services Authority (FSA)

The FSA is the independent watchdog that regulates financial services. Use the information in this Initial Disclosure Document (IDD) to decide if our services are right for you.

2 Whose products do we offer?

- We offer products from a range of insurers
- We only offer products from a limited number of insurers
Ask us for a list of insurers we offer insurance from.
- We only offer products from a single insurer

3 Which service will we provide you with?

- 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.

4 What will you have to pay us for our services?

- A fee.
- No fee.

You will receive a quotation that will tell you about any other fees relating to any particular insurance policy.

5 Who regulates us?

asu.ltd, 12-50 Kingsgate Road, Kingston upon Thames, KT2 5AA is authorised and regulated by the Financial Services Authority. Our FSA Register number is 307226

Our permitted business is arranging general insurance contracts.

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

6 Ownership

100% of the share capital of asu.ltd is owned by the Directors.

7 What to do if you have a complaint

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

...in writing Write to asu.ltd, 12-50 Kingsgate Road, Kingston upon Thames, KT2 5AA

...by phone Telephone 020 8408 5223

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

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

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.

Insurance advising and arranging is covered for 100% of the first £2,000 and 90% of the remainder of the claim, without any upper limit.

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