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# F&G Policy Guidelines: Using Web-Based, Face-to-Face Video Solicitation for Life Insurance and Annuity Sales

Technology continues to change our industry and how we conduct business with both existing and prospective clients. **Tools such as Skype and FaceTime** have become popular sales solutions for when in-person meetings are just not possible.

At F&G, we accept **web-based, face-to-face video solicitation** for all resident sales. As a result, we require that our financial and insurance professionals adhere to the following rules and procedures, as well as all applicable laws and regulations, when using these technology tools.

## 1 Resident and prohibited non-resident sales

We do not permit our independent financial & insurance professionals to conduct non-resident sales using video. If the client is not in their state of primary residence, we may consider the sale a non-resident sale. You must have the correct insurance producer license, training and appointments in all states where solicitation or the sales process occurs.

## 2 Video signing F&G/FGNY product documents

After you witness your client's physical signature on the life insurance or annuity application and any required forms, you must have the client send all documents to your office for your signature. You should never sign an application or any related forms before the applicant signs them.



## **3 Anti-money laundering and client considerations**

If your client meetings occur by video, you must view the government issued picture ID of your client while on the video call. You must also capture a screenshot of the ID to send to us with the application and record all relevant data on the application and other required forms.

## **4 Delivery of life insurance policies and annuity contracts**

You must deliver the life insurance policy or annuity contract to its owner in the same state they signed the application. For example, if the applicant signed the application in Kansas (their primary residence state) and you witnessed them sign, you must deliver the contract to the policy owner in Kansas, even if you live in a different state. If you do not witness the delivery via video, you must deliver the contract to the policy owner by USPS (return receipt requested), UPS, FedEx or another service to confirm delivery location and time to the owner.

## **5 Extra precautions**

As an appointed independent producer with us, you are familiar with our marketing materials and can explain the terms and features of our life insurance and annuity products. During your meetings with your clients, it is important to listen to their concerns and answer their questions about our products. You need to take extra precautions when conducting insurance business on our behalf by video, as it's important your clients understand what they've purchased from us. If there are interruptions in service, you should contact the client to reschedule the video call or conduct the meeting in person.

When you are using our marketing materials to explain our products, include a printout of an illustration. It's important that the client has an exact copy of the document during your meeting. You should also make a record of each meeting held with a client by video, including the date and time, participants, the subject matter and the materials discussed.

## Takeaways

We understand that for many of you, using these technology tools are time-saving ways to communicate and do business on our behalf with current and prospective clients. While we do not endorse or prohibit you from using video sales or other similar technology during the solicitation and sale of a life insurance policy or annuity contract, we do require you to follow the guidelines and procedures above as well as any other applicable F&G/FGNY policies.

This policy is subject to revision or cancellation at any time by F&G/FGNY.

“F&G / FGNY” when used herein refers to Fidelity & Guaranty Life, the marketing name for Fidelity & Guaranty Life Insurance Company issuing insurance in the United States outside of New York. Life insurance and annuities issued by Fidelity & Guaranty Life Insurance Company, Des Moines, IA.

