



保險業監管局
Insurance Authority



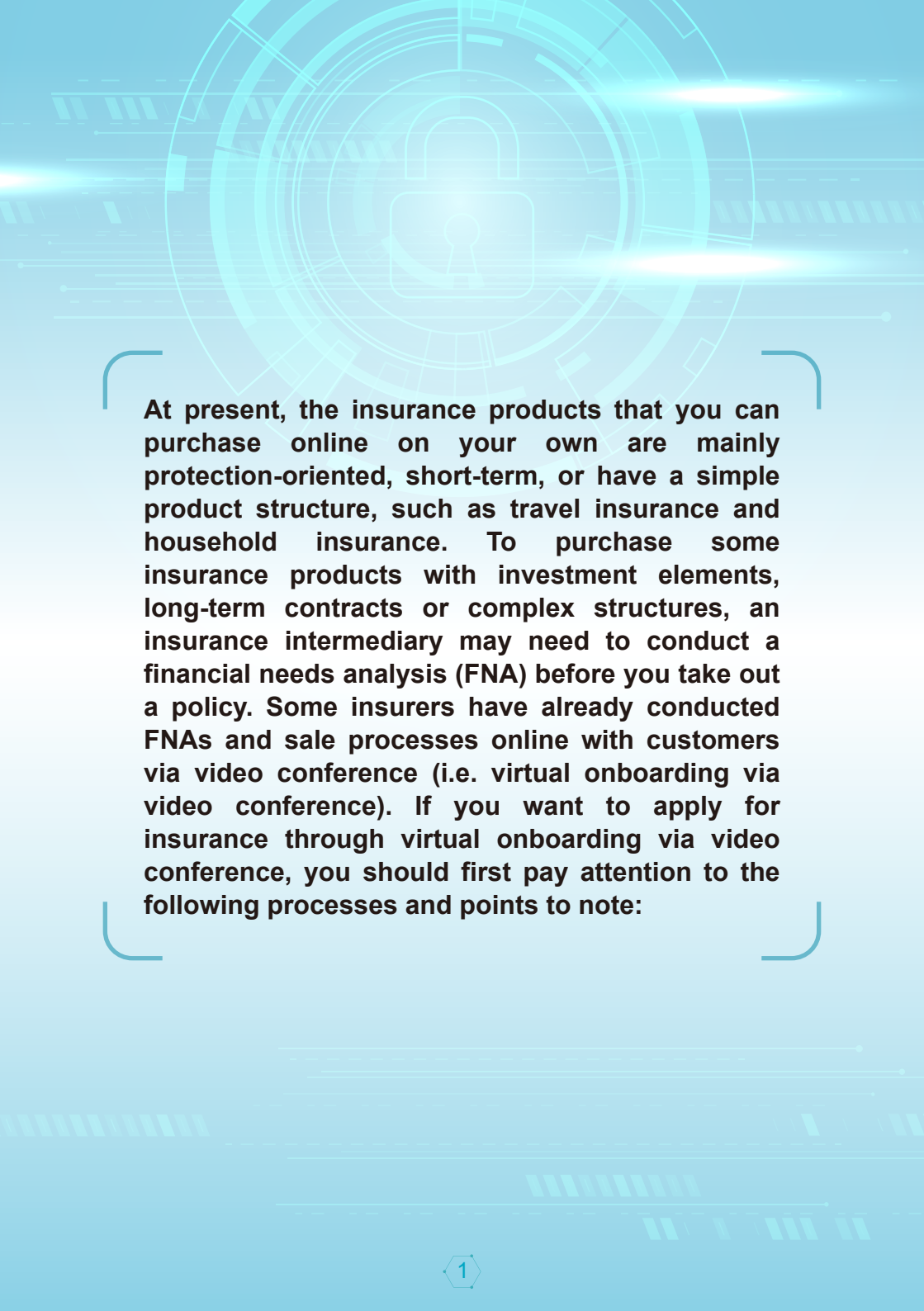
Insurance Digital Onboarding

Points to Note for

Virtual

Onboarding

via Video Conference



At present, the insurance products that you can purchase online on your own are mainly protection-oriented, short-term, or have a simple product structure, such as travel insurance and household insurance. To purchase some insurance products with investment elements, long-term contracts or complex structures, an insurance intermediary may need to conduct a financial needs analysis (FNA) before you take out a policy. Some insurers have already conducted FNAs and sale processes online with customers via video conference (i.e. virtual onboarding via video conference). If you want to apply for insurance through virtual onboarding via video conference, you should first pay attention to the following processes and points to note:

Application process for virtual onboarding via video conference

Before taking out an insurance policy

The intermediary will send you a dedicated meeting link by email or ask you to log in to the video conferencing system via an official digital platform (such as a mobile app).

During the general sales and application process

- Making a video or audio recording: At the beginning of the conference, the intermediary will first confirm that you are currently in Hong Kong, and then seek your consent to video or audio record the entire sales and insurance application process.
- Conducting a FNA and selling insurance products: The intermediary will conduct a FNA for you via the screen-sharing function of the video conference, provide you with appropriate product recommendations, and explain the product details and policy terms.
- Confirming the identity of the policy holder: During the application process, the intermediary will conduct an identity check by asking you to show proof of identity.
- Providing an electronic signature to complete the insurance application: You can view all the insurance documents via the shared screen, and/or receive and view all the insurance documents by email, or the registered personal account on the official digital platform, or by logging in to an account with a one-time password issued by the insurer via SMS. If you confirm that you will take out an insurance policy, you need to make only one electronic signature to confirm all the insurance documents. The insurer will normally provide an online payment channel for you to make instant premium payments.

After taking out an insurance policy

If your insurance application is successful, the insurer will issue an electronic policy with your electronic signature or send the original policy to you by post. The intermediary will also continue to provide personal after-sales service to you, including answering any related enquiries, and helping with insurance claims, renewals, changes of information, etc.

Dos and don'ts of virtual onboarding via video conference

Don'ts

Don't participate in virtual onboarding via video conference from a public place.

- To protect your personal privacy, do not apply for insurance via video conference in a public or crowded place because the content of the conversation will involve personal data, which may be leaked to a third party.
- Don't use public Wi-Fi or public computers.



Don't open emails or video conference links that look suspicious.

- If you receive a suspicious email or video conference login link, do not reply to the email, click on the link, or open any attachments, and do not provide any personal or banking information to protect yourself from phishing and scam emails.

Dos and don'ts of virtual onboarding via video conference

Dos

Verify the official meeting link of the video conference.

- Intermediaries must conduct video conferences with customers through their insurer's system or company account.
- When you receive an email with a meeting link for the video conference, contact your insurer or intermediary to verify the authenticity of the email and the link.

Read the disclaimer carefully before logging in to the video conference.

- A disclaimer about the video conference system may be embedded in the email, with a dedicated meeting link issued by the intermediary. To protect your personal rights, you must read the relevant terms and conditions carefully and be sure you understand them before logging in to the video conference. The video or audio recording will start as soon as the video conference begins.



Dos and don'ts of virtual onboarding via video conference

Dos

Agree to have the sales process recorded.

- Before officially starting the sales process, the intermediary must ask whether you agree to a video or audio recording. You have the right to opt out, but the intermediary must still record your decision through a video or audio recording in accordance with the regulatory requirements.
- Some life insurance policies may last for decades, so it is recommended that you agree to have the entire sales and application process video or audio recorded to protect your rights and those of your beneficiaries, if any.

Note:

Some insurers will not accept insurance applications made by virtual onboarding via video conference unless the application process is video or audio recorded. You should first check with the intermediary about the relevant requirements for taking out a policy.



Dos and don'ts of virtual onboarding via video conference

Dos

Review all documents carefully before e-signing them.

- You need to provide only one electronic signature to complete the insurance application. Therefore, you must carefully review all the insurance documents before e-signing to ensure that you know how many documents are being confirmed and understand the contents of all of them.



To learn more, visit the Insurance Authority's [thematic webpage of Insurance Digital Onboarding](#), and read the "[Insurance Digital Onboarding – Smart Tips for Online Self-service Insurance](#)" leaflet.

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