**How to use this document**

To support you to take this proposition to your commercial clients, we’ve produced some wording that can be used in your direct email communications. This copy is designed as an introduction to the offer available through your brokerage, as part of the Aviva and SimpliSafe partnership. It highlights why we’re doing this, what’s available and how your client can redeem their smart security system at no cost.

As email is a channel where you’re talking directly to your owned or prospective clients, your branding should be retained, and you should speak to your audience as you normally would. As such, the wording below should be seen as a guiding template for you to flex and adapt to align to your branding. The positioning should highlight that through your relationship with Aviva, you’re able to bring this offer to them as part of an exciting new pilot.

You must retain the T&C wording in small print at the end of this document in your email communications. This is a mandatory requirement from both Aviva and SimpliSafe’s Legal and Compliance teams.

**Optional subject lines**

* Aviva offers smart security at no cost to your business
* Talk to us about claiming your smart security system at no cost
* Aviva to provide security systems to better protect your business
* Smart security system for Aviva policyholders, at no cost
* As an Aviva policyholder, you can claim a smart security system today
* *Feel free to use your own*

**Your email copy**

*[Headline]*
Helping you better

protect your business

*[Sub head]*

Aviva partner with security experts SimpliSafe to offer security device bundle worth £332.50 ex VAT at no cost to your business\*

*[Copy]*

The safety and security of your premises is paramount. A disruption like a burst water pipe or devastating fire that impacts your place of work could put your livelihood at risk. It’s vital to take steps to minimise the risks you face so you can keep your business running, and after the last 18 months, the last thing any business needs is more disruption.

**Round the clock protection for your premises**

That’s why we’re excited to tell you about a new risk prevention programme from Aviva, available exclusively to their policyholders.

Aviva have partnered with security system experts, SimpliSafe, to offer commercial customers like you, smart security systems as part of their commitment to delivering prevention-first protection. Working together, they’ve developed a security bundle that includes solutions to help protect your business from potentially devastating events like fire, unwanted entry, and escape of water

**Give peace of mind a chance**

As part of an exciting pilot, we’re able to offer you this security system, valued at £332.50 ex VAT RRP, at no cost to your business\*.

You’ll get a multi-sensor SimpliSafe smart security bundle that helps gives you peace of mind. Once set up, you’ll be able to see what’s going on in your business at any time, thanks to a live HD video feed straight to your smartphone. You’ll also get alerts that notify you when the sensors detect movement, entry, smoke, water leaks and extreme temperatures in your premises.

On top of all that, you’ll also receive eight complimentary months of SimpliSafe’s Pro Premium Professional Monitoring service\*\*. This helps to give your business additional protection. 24/7 year-round monitoring ensures you’re called in the event of an intruder or an event, and police and fire services are immediately alerted if necessary. You get two months included\*\*, then optional thereafter for £16.66 ex VAT a month unless you choose to pause the service beforehand.

**Access connected security today**

By providing you with solutions that actively look to prevent common risks, we hope to help reduce your chances of unwanted surprises in the future. For more information about this offer and what’s included, you can view and download the [promotional flyer here](https://at.aviva.uk/PropertyTelematics-OnePager), and the comprehensive [FAQ document here](https://at.aviva.uk/PropertyTelematics-CustomerFAQs).

If you’ve any questions or you’d like some additional information regarding this exclusive offer, get in touch with us today <your contact details or email button>.

*\*Aviva are funding the SimpliSafe smart security devices worth £332.50 ex VAT, and eight months of the Pro Premium Professional Monitoring service. If you wish to continue the Professional Monitoring service beyond the introductory eight months, you will be charged £16.66 ex VAT per month unless you decide to pause or cancel the service. The Pro Premium Professional Monitoring service also offers Guard Response, which is an additional charge if required. If you do not wish to opt in to this, please let SimpliSafe know.*

*\*\* Eight months complimentary Professional Monitoring once activated. You will need to enter payment details to active the service. If you do not pause or cancel the service before the end of the complimentary two months, you will be charged £16.66 ex VAT each month until you decide to pause or cancel.*

*By taking up this offer you will be agreeing to share data with Aviva covering:*

*• the take-up of the offer itself*

*• the activation of the devices in your property*

*• any deactivation of the devices, if for some reason you stop using them*

*• any times that devices issue an alert i.e. the fire alarm goes off, the water leak sensor goes off, or the motion or entry sensors are activated*

*• any additional devices that you optionally choose to purchase plus any optional monitoring subscription that you choose to take out.*

*The SimpliSafe security equipment and the services provided are not insurance products and are not authorised by the Financial Conduct Authority or the Prudential Regulation Authority.*