

# ASDA Over 50s Life Cover 50+ Priority Application Form

Please ensure that this form is fully completed and return it to us in the pre-paid envelope provided

**1** Mr/Mrs/Miss/Ms/Other   Male  Female

Surname

First name

Home tel no.   
(Including area code)

Address

Post code

Date of Birth

Email address

By supplying an email address, I agree to Asda and/or LV= contacting me by email with information about other products and services.

Have you smoked or used any tobacco products or tobacco substitutes in the last 12 months?  Yes  No  
It's important that you answer this question honestly. If you don't LV= may not pay out when you die.

**2** Please tick the cover option and monthly premium option you wish to pay:

For more information regarding alternative premiums, please refer to our brochure. Should you decide on an alternative premium, please insert the amount in the 'Other' box.

With this option you will pay less each month, but you will continue to pay your premiums until you die. This means you may pay in more than you get out.

£32  £20  £14  £8  
 Other (Min £5 Max £100)

OR

With this option you pay slightly more each month, but your premiums are capped at your amount of cover which means that you'll never pay in more than you get out.

£43.78  £27.10  £18.76  £10.42  
 Other (Min £6.25 Max £99.38)

All premiums must be paid monthly by Direct Debit. Please read the Direct Debit Guarantee attached. Then complete the Direct Debit Instruction overleaf, as well as the Declaration and Consent opposite.

**3** Declaration and Consent – Please read the following and sign below:

- I wish to apply for Asda Over 50s Life Cover, and declare or agree that:
- I am permanently living in the UK.
  - To the best of my knowledge and belief, all the statements made in relation to this proposal are true and complete. The information I provide will form part of the contract of insurance, which is proposed on my life.
  - Liverpool Victoria Friendly Society Limited's (the Society) liability will not commence before the Society has formally accepted the proposal and received the first premium. The Society may use information provided in relation to this application to make searches about me at credit reference agencies which supply the Society with information, including information from the Electoral Roll, for the purposes of verifying my identity. The agencies will record details of the search whether or not this application proceeds. I understand that the Society may use scoring methods for the sole purpose of verifying my identity and that the Society reserves the right to request documentary evidence if required.
  - Information may be held on computer, paper file or other appropriate medium for as long as the application is being considered, for as long as the policy remains in force and for an appropriate period thereafter.
  - I consent to the Society accessing my medical records after my death, in order to confirm that I am not a smoker. (This applies only if you have stated you are a non-smoker on your application).

Please be aware that LV= may not pay a claim and could cancel your plan if you do not answer the questions in this application truthfully and accurately.

ASDA Financial Services Limited ("Asda") and Liverpool Victoria Friendly Society Limited ("LVFS") will store and use your personal data to process your request relating to Asda Over 50s Life Cover and to administer your policy. By providing us with your personal information, you consent to our processing your sensitive personal data, such as health data, for these purposes. By submitting your details you also agree that Asda and/or LVFS acting on behalf of Asda may contact you (by telephone, SMS, post or email) to send you information about changes or improvements to the service, details about other products and services (which may be offered by Asda, any Asda Group companies or carefully selected third parties) and competitions and to conduct market research. If you do not wish to be contacted for these purposes tick this box

Asda and/or LVFS may share your information with a third party acting on its behalf for any of the above purposes. For administrative purposes and processing, Asda may pass your information to Wal-Mart, Inc (the Asda Group's parent company) in the US under strict conditions of secrecy and security. Asda and/or LVFS may also disclose your personal data if required to do so by law or regulation.

I have read the Policy Summary, Plan Conditions and the Declaration & Consent and I agree to be bound by them.

X  X  
Signature Date

Please note you can ask for a copy of the Asda Over 50s Life Cover Plan Conditions at any time and that a copy of your application is available on request. Subject to payment of a fee, you can ask for a copy of the personal information LV= hold about you by writing to the CCA Department, LV=, County Gates, Bournemouth, BH1 2NF. For details of the LV= group of companies please refer to www.lv.com

**LIVERPOOL VICTORIA** ASDA Financial Services Limited and ASDA Stores Limited act as Introducer Appointed Representatives to Liverpool Victoria Friendly Society Limited (LVFS) for Asda Over 50s Life Cover. Asda is a trademark of Asda Stores Limited. LV= and Liverpool Victoria are registered trademarks of Liverpool Victoria Friendly Society Limited (LVFS) and LV= and LV= Liverpool Victoria are trading styles of the Liverpool Victoria group of companies. LVFS is authorised and regulated by the Financial Services Authority, register number 110035. LVFS is a member of the ABI, AFS and ILAG. Registered address: County Gates, Bournemouth BH1 2NF. Tel: 01202 292333. 20909923 08/09

**4** Instruction to your Bank or Building Society to pay by Direct Debits



Please fill in the white areas and send this together with the application form in the FREEPOST envelope provided.

1. Name and full postal address of your Bank or Building Society

2. Name(s) of account holder(s)

3. Branch 6 digit sort code (from the top right hand corner of your cheque)

-   -

Originator's Identification Number  9  9  0  2  6  2

4. Bank or Building Society 8 digit account No.

5. For completion by LV=

6. Instruction to your Bank or Building Society

Please pay Liverpool Victoria Friendly Society Limited Direct Debits from the account detailed in this instruction subject to the safeguards assured by The Direct Debit Guarantee. I understand that this instruction may remain with Liverpool Victoria Friendly Society Limited and if so details will be passed electronically to my Bank/Building Society.

X  X  
Signature Date

Banks and Building Societies may not accept Direct Debit Instructions for some types of accounts.

Please turn over to tick and sign the Funeral Benefit section

## 5 Funeral Benefit Option Declaration and Consent - Please read the following and sign below

I hereby charge the Asda Over 50s Life Cover plan which I have applied for today to Dignity Pre Arrangement Ltd and understand that the proceeds of this plan will be paid to Dignity.

In consideration of this 'charge' Dignity agrees to provide funeral services up to the value, which I have selected for my plan, plus an additional uplift of up to 10% of the value of my plan proceeds ("Funeral Benefit") (up to a maximum of £1,000 uplift).

I am aware and accept that Dignity will only be obliged to provide the Funeral Benefit where (and to the extent) it is able to rely on its 'charge' over my plan. I understand that I am only able to 'charge' my plan to Dignity where there are no other charges, assignments or trust arrangements affecting it. I can confirm that there are none and that I will not enter into any.

I am aware that I (or my personal representatives following my death) may cancel this arrangement at any time before Dignity has been instructed to provide funeral services whereon Dignity will release this charge and notify LV= of the release.

I agree that LV= may pass on my personal information to Dignity for the purpose of processing and administering the Funeral Benefit option. I have read and understand the enclosed materials and I am aware that this agreement is made subject to the laws of England and Wales.

Please confirm your choice by ticking one of the boxes below and signing your name:

- I wish to 'charge' my Asda Over 50s Life Cover plan to Dignity
- I do not wish to 'charge' my Asda Over 50s Life Cover plan to Dignity at this time

X  
Signature

X  
Date

## Paying by Direct Debit

When taking out Asda Over 50s Life Cover, LV= can only accept applications with a valid Direct Debit Instruction. Direct Debit is a convenient way to pay your premiums. Just read the Direct Debit Guarantee enclosed then complete the Direct Debit Instruction above. By completing the Direct Debit Instruction your bank or building society can make your monthly payment for you, direct from your account. There is no danger of you forgetting to make a payment - even if you are away on holiday!

And as Direct Debit payments appear on your regular statement, you'll always know exactly where you stand.

## Direct Debit Instruction

- 1 Fill in the name and address of your bank/building society branch
- 2 Fill in the Account name(s) as printed on your cheques
- 3 You will find your branch sort code in the top right hand corner of your cheques
- 4 Fill in your Account Number - this is usually printed on the bottom of your cheques - the number on the far right
- 5 Sign and date the Direct Debit Instruction

The image shows a 'Direct Debit Instruction' form. It has a title '5 Instruction to your Bank or Building Society to pay by Direct Debits' and the 'DIRECT Debit' logo. Below the title, it says 'Please fill in the white areas and send this together with the application form to the PMSPT/PTP envelope provided.' The form is divided into several sections with numbered callouts: 1. 'Name and full postal address of your Bank or Building Society' (a large white box); 2. 'Name(s) of personal business' (a white box); 3. 'Branch & digit sort code' (a grid of boxes); 4. 'Bank or Building Society & digit account no.' (a grid of boxes); 5. 'Instruction to your Bank or Building Society' (a white box with a signature line). There is also a 'Permitted to pay' section with a 'Yes' checkbox and a 'Date' field.

## Direct Debit Guarantee

- This Guarantee is offered by all banks and building societies that take part in the Direct Debit Scheme. The efficiency and security of the Scheme is monitored and protected by your own bank or building society.
- If the amounts to be paid, or the payment dates change, LV= will notify you 10 working days in advance of your account being debited or as otherwise agreed.
- If an error is made by LV= or your bank or building society, you are guaranteed a full and immediate refund from your branch of the amount paid.
- You can cancel a Direct Debit at any time by writing to your bank or building society. Please also send a copy of your letter to LV=.

Please keep this Direct Debit Guarantee for your records.