



Business Choice

May 2026

Why choose AXA's Business Choice policy?

About this document

This document provides details of the key features of the cover provided by the Business Choice Insurance and any significant conditions, limitations and exclusions. It does not contain the full terms and conditions of your insurance. You can find the full terms and conditions of the product in the policy wording. This document is provided to you for information purposes only and does not form part of your insurance contract. A copy of the full policy wording is available on request.

The Business Choice policy offers comprehensive cover for a wide range of manufacturing and wholesaling trades. It is suitable for UK based businesses with turnovers up to £6.5m operating from up to five premises.

We offer cover for

- Property damage
- Business interruption
- Public and products liability
- Employers liability
- Goods in transit
- Money and personal assault
- Specified all risks
- Theft by employees
- Personal accident
- Equipment (including computer) breakdown
- Terrorism
- Commercial legal expenses

Someone to help you when you need it

As accidents and incidents don't only happen between 9am and 5pm the Business Choice policy provides a free 24 hour emergency helpline to ensure there's someone to help you when you need it most. A legal and tax helpline, providing free advice, is also available Monday to Friday between the hours of 9am and 5pm.

Glass replacement service

Broken glass? Not to worry, the Business Choice policy offers a 24 hour replacement service which can fix windows, doors or partitions. Just call and assistance can be provided.

Inflation protection

Whilst you still need to regularly review your sums insured and estimates, there is inbuilt inflation protection with an automatic 15% uplift to your buildings, contents and gross profit/gross revenue sums insured. We also use recognised, independent cost indices on the Property damage, Business interruption and Liability sections to amend your sums insured and estimates to reflect inflation at each renewal.

Expert loss management

We take on the burden of negotiating with third parties on your behalf, allowing you to concentrate on running your business.

Business Choice summary of cover

Property damage – compulsory section of cover

Cover offered	Standard cover
Cover for buildings, tenants improvements, stock, target stock and all other contents where selected by you	Up to the sums insured selected by you – maximum £8,000,000
Fire and specified perils including theft and accidental damage subject to certain exclusions	✓
Architects, surveyors, legal and consulting fees cover	✓
Contract price cover	✓
Exhibition cover	Up to £50,000 cover for stock and contents for a maximum of 15 days
Fire brigade charges cover	✓
Fire extinguishment expenses cover	Up to £15,000 any one claim
Munitions of war cover	✓
Seventy two hour cover	✓
Undamaged stock cover	Up to £5,000 any one claim
Undamaged tenants improvements cover	Up to £5,000 any one claim
Day one average provision for buildings and contents	15% automatic uplift to the sums insured selected by you
Capital additions	10% of the sum insured or £250,000 whichever is the lower
Debris removal	✓
Drains clearance costs following damage	Up to £25,000 any one claim
Glass breakage cover	✓
Landscaped gardens cover – damage caused by the emergency services	Up to £15,000 in any one period of insurance
Locks and keys cover	Up to £5,000 any one claim and £15,000 in any one period of insurance
Metered electric, gas or water cover	Up to £25,000 in any one period of insurance
Damage to property at outworkers premises	Up to £1,000 per outworker in any one period of insurance
Damage to patterns, moulds, tools and dies whilst at third party premises	Up to £25,000 any one claim
Seasonal increase cover for stock	25% uplift for November and December and for the first 14 days of January and 30 days before Easter
Temporary removal cover	Up to 10% of the item sum insured
Theft damage to buildings	Up to £25,000 any one claim

Business Choice summary of cover *continued*

Cover offered	Standard cover
Theft of external fabric of the buildings	Up to £2,500 any one claim
Trace and access cover	Up to £25,000 any one claim
Trade samples in Europe	Up to £7,500 any one claim
Unauthorised use of electricity, gas, oil and water	Up to £5,000 any one claim
Damage to underground pipes and services	Up to £25,000 any one claim
Cover offered	Optional cover
Subsidence	✓
Rent payable	Up to the sum insured selected by you
Loss of frozen or chilled goods due to change in temperature	Up to a limit £25,000

Business interruption – Gross profit/Gross revenue/Rent receivable/optional section of cover

Cover offered	Standard cover
Loss of gross profit or gross revenue following a claim under the Property damage cover	Up to the sum insured selected by you (maximum £8,000,000 including any optional covers)
Inflation provision for gross profit or gross revenue	15% automatic uplift to the sums insured selected by you
Contract sites cover	Up to £10,000 any one claim
Denial of access as a result of damage to premises within a one mile radius	Up to 25% of the annual figure upon which your gross profit, gross revenue or rent receivable sum insured is based or £250,000 whichever is lower, in total in any one period of insurance (subject to a 12 hour time franchise and a 3 month indemnity period)
Denial of access non damage within a one mile radius	Up to 25% of the annual figure upon which your gross profit, gross revenue or rent receivable sum insured is based or £50,000 whichever is lower, in total in any one period of insurance (subject to a 24 hour time franchise and a 3 month indemnity period)
Death, any permanent disablement or lottery win of over £100,000 of an essential employee	£50,000 or 3 month maximum indemnity period, whichever is lower, in any one period of insurance
Business interruption due to damage to property at an exhibition	Up to £10,000 any one claim
Failure of public supplies (including telecommunications)	Up to 25% of the annual figure upon which your gross profit, gross revenue or rent receivable sum insured is based or £250,000 whichever is lower, in total in any one period of insurance (subject to a 24 hour time franchise and a 3 month indemnity period)

Business Choice summary of cover *continued*

Cover offered	Standard cover
Failure of public supplies (terminal ends) (including telecommunications)	Up to 25% of the annual figure upon which your gross profit, gross revenue or rent receivable sum insured is based or £50,000 whichever is lower, in total in any one period of insurance (subject to a 24 hour time franchise and a 3 month indemnity period)
Munitions of war cover	✓
Business interruption due to Murder, suicide or disease manifested by any person whilst at your premises	Up to 25% of the annual figure upon which your gross profit, gross revenue or rent receivable sum insured is based, the maximum indemnity period of 3 months or £25,000 whichever is lower, in total in any one period of insurance (subject to a 12 hour time franchise)
Business interruption as a result of damage to patterns, moulds, tools and dies	Up to £25,000 any one claim
Business interruption due to damage to property in transit	Up to £25,000 any one claim
Business interruption due to damage at unspecified customers	Up to 10% of the annual figure upon which your gross profit or gross revenue sum insured is based or £100,000 whichever is lower, any one claim, (subject to a 12 month indemnity period)
Business interruption due to damage at unspecified suppliers or storage sites	Up to 10% of the annual figure upon which your gross profit or gross revenue sum insured is based or £100,000 whichever is lower, any one claim, (subject to a 12 month indemnity period)
Cover offered	Optional cover
Cover for book debts where records are lost following damage	Up to the sum insured selected by you (maximum £1,000,000)
Loss of rent receivable	Up to the sum insured selected by you
Additional increased cost of working	Up to the sum insured selected by you
Loss of licence	Up to the sum insured selected by you (maximum £1,000,000 and 12 month indemnity period)

Business interruption section – Increase in cost of working – optional section of cover

Cover offered	Standard cover
Increase in cost of working following a claim under the Property damage cover	Up to the sum insured selected by you (maximum £500,000 and 12 month indemnity period)
Munitions of war cover	✓

Business Choice summary of cover *continued*

Public and products liability – optional section of cover

Cover offered	Standard cover
Legal liability for injury, damage to material property and nuisance or wrongful arrest for your business activities within Great Britain, Northern Ireland, the Isle of Man and the Channel Islands This includes sudden, identifiable and unexpected pollution and contamination	Up to the limit of indemnity selected by you (maximum £5m – certain inner limits may apply)
Additional business activities cover	Wide cover for activities of the business
Compensation for court attendance cover	£500 per day for each day for any director, partner, officer or employed person
Contingent motor liabilities cover	Included and extends to the use of motor vehicles within the policy territories and the European Union
Cross liabilities cover	Included and incorporates member to member cover
Principals liability cover	✓
Property in your care cover	Covers your legal liability for • Leased or rented premises • Premises temporarily occupied for carrying out work • Visitors or employees property while on your premises
Own defence costs and claimants costs	✓
Property owners' liability for the premises covered by the policy	✓
Data protection cover	Up to £1,000,000 in any one period of insurance
Environmental clean up costs	Up to £100,000 in any one period of insurance
Manslaughter costs cover	Up to £1,000,000 in any one period of insurance
Safety legislation costs	Up to £1,000,000 in any one period of insurance
Terrorist act	✓
Work overseas cover	Temporary worldwide non-manual work and manual work within the European Union up to 180 days

Business Choice summary of cover *continued*

Cover offered	Optional cover
Work away from your premises	✓
Hot work away from your premises	✓
Products liability for exports to USA and Canada	Available for selected trades

Employers liability – optional section of cover

Cover offered	Standard cover
Legal liability for bodily injury to employed persons in the course of their employment in connection with the business, carried out primarily within Great Britain, Northern Ireland, the Isle of Man and the Channel Islands	£10,000,000 limit of cover (certain inner limits apply)
Additional business activities cover	Wide cover for activities of the business
Compensation for court attendance cover	£500 per day for each day for any director, partner, officer or employed person
Data protection cover	£1 million in any one period of insurance
Principals liability cover	✓
Terrorist act	£5 million in respect of terrorist acts
Unsatisfied court judgement cover	Will pay the amount of damages awarded to an employed person within a UK court if the award remains unpaid after 6 months
Own defence costs and claimants costs	✓
Manslaughter costs cover	Up to £1,000,000 in any one period of insurance
Safety legislation costs	Up to £1,000,000 in any one period of insurance

Goods in transit – optional section of cover

Cover offered	Standard cover
Loss of your property whilst in transit by vehicles owned, leased or hired by you	Up to the limit selected by you (maximum £75,000 vehicle)
Loss of your property whilst in transit by carriers	Up to the limit selected by you (maximum £75,000 consignment limit)
Additional expenses cover	Up to £10,000 any one claim
Demonstration or approval cover	✓
Packers premises cover	✓

Business Choice summary of cover *continued*

Cover offered	Standard cover
Travellers samples cover	✓
Electronic equipment cover	Up to £500 any one claim
Incoming goods cover	Included if your responsibility to insure
Personal effects cover	£500 per person
Ropes and sheets cover	Up to £2,500 any one claim

Money and personal assault – optional section of cover

Cover offered	Standard cover
Loss of money:	
• Money during business hours/transit and in a bank night safe	Up to the limit selected by you (maximum £25,000)
• Money in a locked safe when closed for business	Up to the limit selected by you (maximum £25,000)
• Money not in a locked safe when closed for business	Up to £1,000 any one claim
Personal assault:	
• Death and Permanent total disablement	£25,000
• Total loss of sight/limbs	£10,000
• Temporary total disablement	Up to £100 per week/maximum 104 weeks
Reimbursement of incurred medical expenses	Up to £250
Reimbursement of incurred counselling costs	Up to £1,000
Costs necessarily incurred in the replacement of locks of any safe or strong room	✓
Damage to carrying devices designed for the safe carriage of money	✓
Damage to any stamp franking machine	✓
Damage to clothing and personal effects	Up to £1,000 any one insured person
Non-negotiable money	Up to £250,000 any one claim

Specified all risks – optional section of cover

Cover offered	Standard cover
All risks cover for specified items	Up to the sums insured selected by you anywhere within the UK/anywhere within the EU/Worldwide (maximum £5,000 any one item)
Munitions of war cover	✓

Business Choice summary of cover *continued*

Theft by employees – optional section of cover

Cover offered	Standard cover
Loss of your money or property due to employee dishonesty or fraud	✓
Cover for any loss not recoverable under previous insurance solely because the discovery period allowed under the previous insurance has expired	✓
Discovery period	24 months

Personal accident – optional section of cover

Cover offered	Standard cover
Identifiable physical injury caused by an accident which solely and independently of any other cause, results in the death or disablement of the insured person within 24 months of the accident:	Partners, principals and directors and where requested all employees. All persons must be aged less than 75 years at the date of their inclusion under this section.
• Death • Loss of or loss of use of limbs • Total and irrecoverable loss of sight in one or both eyes, hearing or speech • Permanent total disablement • Temporary total disablement • Temporary partial disablement	Up to the agreed: lump sum benefit lump sum benefit lump sum benefit lump sum benefit weekly benefit weekly benefit
Disappearance cover – if the insured person has been missing for more than 12 months	Lump sum (death benefit)
Hijack, kidnap or unlawful detention	£500 per day subject to a maximum 30 days any one claim
Medical expenses	50% of the amount paid for death, loss of limb, loss of sight, hearing or speech or permanent total disablement 25% of the amount paid for temporary total or temporary partial disablement Subject to a maximum of £10,000 for each insured person

Business Choice summary of cover *continued*

Cover offered

Operative time

Optional cover

Operative times from 24 hours, whilst undertaking duties in connection with the business including commuting or whilst undertaking duties in connection with the business excluding commuting

Equipment (including computer) breakdown – compulsory section of cover

Cover offered

Damage to covered equipment caused by an accident

Damage to computer equipment at your premises caused by an accident

Damage to portable computer equipment caused by an accident

Loss of business income following accident to covered equipment and computer equipment

Computer increased cost of working

Reinstatement of data lost or damaged as a result of an accident

Damage to own surrounding property following explosion or collapse

Debris removal cover

Expediting expenses cover

Hire of substitute item cover

Standard cover

£5,000,000 any one accident

£500,000 any one accident

£5,000 any one accident within the policy territories

Up to £100,000 in any one period of insurance where the Business interruption section Gross profit/Gross revenue/Rent receivable is in force

£50,000 any one accident

£50,000 any one accident

Up to £1,000,000 any one accident

£25,000 or 20% of the indemnifiable damage whichever is lower

Up to £20,000 any one accident

Up to £10,000 any one accident

Cover offered

Equipment breakdown full cover extension (production and process equipment)

Optional cover

✓

Terrorism – optional section of cover

Cover offered

Damage caused by terrorist acts

Standard cover

✓

Business Choice summary of cover *continued*

Commercial legal expenses – optional section of cover

Cover offered	Standard cover
Claims made during the period of insurance	Options of: £50,000 any one claim and £500,000 any one period of insurance OR £100,000 any one claim and £1,000,000 any one period of insurance
Attendance expenses cover	£50 for each person for up to 4 hours in any one day £100 for each person for more than 4 hours in any one day £1,000 in total for all persons for any one claim
Bodily injury cover	✓
Contract disputes cover	✓
Commercial identity fraud cover	✓
Criminal pre-proceedings cover	✓
Data protection and information commissioner registration cover	✓
Employee civil legal defence cover	✓
Employment disputes and compensation awards cover	✓
False imprisonment cover	✓
Jury service cover	£50 for each person for up to 4 hours in any one day £100 for each person for more than 4 hours in any one day £1,000 in total for all persons for any one claim.
Property damage cover	✓
Property infringement cover	✓
Prosecution defence for employers and employees cover	✓
Social media defamation cover	✓
Statutory licence and notice protection cover	✓
Tax disputes cover	✓
Tenancy disputes cover	✓
Legal expenses cover is administered by Arc Legal Assistance Ltd, The Gatehouse, Lodge Park, Lodge Lane, Colchester, Essex CO4 5NE	

Significant conditions, limitations and exclusions

Conditions, limitations and exclusions	Applicable section(s)
You must tell us about any changes that may affect our assessment of the risk	All
You must disclose all information relevant to this insurance and not make any statement which is incorrect	All
Cyber exclusion	Property damage, Business interruption, Goods in transit, Money and personal assault, Specified all risks, Equipment (including computer) breakdown, Terrorism, Commercial legal expenses
Alarm condition (where we require intruder alarm protection)	Property damage, Business interruption, Money, Specified all risks
Average applies. You must tell us the correct property and business interruption values at risk. If you do not, you may not be fully covered in the event of a claim	Property damage, Business Interruption, Specified all risks
Minimum security conditions	Property damage, Business interruption, Money, Specified all risks
Terrorism exclusion unless cover requested	Property damage, Business interruption, Goods in transit, Money, Specified all risks
Deliberate acts exclusion	Public and products liability, Personal accident, Commercial legal expenses
Deliberate loss or damage exclusion	Property damage, Business interruption, Goods in transit, Money, Specified all risks, Equipment (including computer) breakdown, Terrorism
Gradual deterioration exclusion applies. We will not pay any claim caused by or consisting of wear and tear or that results from a gradual cause that occurs over time	Property damage, Specified all risks, Equipment (including computer) breakdown
Offshore exclusion	Public and products liability, Employers liability
Theft cover must follow entry to or exit from the premises/buildings by forcible and violent means	Property damage, Specified all risks
Special terms apply to empty buildings – you must tell AXA immediately if any premises become empty	Property damage, Business interruption
Stock stored in the lowest storey of your building(s) must be stored at least 15cm from the floor level	Property damage
Fire protection and no smoking conditions	Property damage
Hot work permit and workmen conditions	Property damage
Waste condition	Property damage
Asbestos exclusion	Public and products liability
Cyber and data exclusion	Public and products liability

Significant conditions, limitations and exclusions *continued*

Conditions, limitations and exclusions	Applicable section(s)
Employee Injury exclusion	Public and products liability
Fungal pathogens exclusion	Public and products liability
USA and Canada products exclusion (unless cover specifically agreed)	Public and products liability
Contractual liability	Public and products liability
Overseas establishment	Public and products liability
Professional duty exclusion	Public and products liability
Punitive damages exclusion	Public and products liability
Recall exclusion	Public and products liability
Rectification of defects exclusion	Public and products liability
Hot work precautions condition	Public and products liability
Legionella precautions condition	Public and products liability
Subcontractors condition	Public and products liability
Suspension of cover condition	Public and products liability
Excludes theft or attempted theft from a vehicle unless there is evidence of forcible and violent entry	Goods in transit
Temperature controlled property (deterioration of stock) exclusion	Goods in transit
Carrier notification condition will require the carrier and us be notified in the event of loss or damage caused by the carrier as soon as you become aware	Goods in transit
Unattended condition requires you to close windows, lock the vehicle, remove keys from the vehicle, set alarms and security devices, and between 9pm and 6am ensure the vehicle is contained in a securely locked building or compound	Goods in transit
Excludes theft of computers or computer equipment from unattended vehicles unless concealed from view in a glove box, locked boot or covered hatchback area	Specified all risks
Unattended vehicles condition requires you to keep the vehicle contained in a locked garage or securely locked walled or fenced compound, or has a watchman in constant attendance between 9am and 6pm	Specified all risks
Excludes losses from unattended vehicles	Money and personal assault
Key security condition Safe keys must be removed from the premises outside of business hours	Money and personal assault

Significant conditions, limitations and exclusions *continued*

Conditions, limitations and exclusions	Applicable section(s)
Money in transit condition No more than £2,500 must be carried by one person	Money and personal assault
Excludes losses arising from dishonesty of employees you have continued to employ after discovering a prior act of dishonesty	Theft by employees
Excludes losses arising from employees you are unable to identify by name	Theft by employees
Discovery condition You must advise us within 14 days of discovering or suspecting any dishonesty	Theft by employees
Minimum standards of control condition	Theft by employees
Armed forces exclusion	Personal accident
Chemical weapon exclusion	Personal accident
Criminal act exclusion	Personal accident
Drugs and alcohol exclusion	Personal accident
Flying exclusion	Personal accident
Pre-existing condition exclusion	Personal accident
Suicide and insanity exclusion	Personal accident
Claims evidence condition	Personal accident
Pre-existing condition exclusion	Personal accident
The Property damage and Business interruption – Gross profit/Gross revenue/Rent receivable sections of the policy must be operative for the respective engineering property and business interruption covers to apply	Equipment (including computer) breakdown
Excludes loss or damage caused by or resulting from a hydrostatic pneumatic or gas pressure test of any boiler or pressure vessel or an insulation breakdown test of any type of electrical equipment	Equipment (including computer) breakdown
Excludes any biomass, biogas or hydroelectric installations	Equipment (including computer) breakdown
Excludes loss or damage recoverable under any maintenance agreement, warranty or guarantee	Equipment (including computer) breakdown
Gradually operating causes exclusion	Equipment (including computer) breakdown
Excluding loss or damage to data or media of any kind	Equipment (including computer) breakdown
Back up records condition	Equipment (including computer) breakdown

Significant conditions, limitations and exclusions *continued*

Conditions, limitations and exclusions	Applicable section(s)
Written on a "Claims made" basis – cover is only available for claims notified in the period of insurance	Legal expenses
Computer software exclusion	Legal expenses
Fire safety defects exclusion	Legal expenses
Group litigation exclusion	Legal expenses
Property exclusion	Legal expenses
Test case exclusion	Legal expenses
The minimum amount in dispute must be £1,000	Legal expenses – contract disputes
Legal expenses incurred in the pursuit of any claim or legal proceedings shall not exceed 75% of the amount in dispute	Legal expenses – contract disputes

Standard excesses

Section	Standard excess
Property damage	
(a) Fire, lightning, explosion, aircraft or earthquake	£0
(b) All other insured damage (where an excess applies)	£300
Flood	£300 (varies by area)
Subsidence minimum excess (optional cover)	£1,000 (varies by area)
Deterioration of stock (optional cover)	£300 minimum or 20% of any loss where the fridge, freezer or cold room is over 10 years old, whichever is the greater
Public liability	
Loss of or damage to property	£300
Loss of or damage to property caused by or arising from hot work	£600
Environmental clean up costs	£300
Other sections	
Money	£250
Specified all risks	£300
Goods in transit	£50–£500 (varies by trade)
Theft by employees	£500
Personal accident – permanent or temporary total disablement	1–4 weeks
Equipment (including computer) breakdown	£300
Equipment breakdown full cover extension (production and process equipment)	£300–£5,000 (varies by trade)
Commercial legal expenses – contract disputes cover, statutory licence and notice protection cover	£250 any one claim for contract disputes or statutory licence and notice protection cover 10% co-insurance any one claim for contract disputes or statutory licence and notice protection cover incurring legal expenses over £5,000

Policy duration

This is an annually renewable policy.

Your right to cancel

You may cancel your policy at any time during the period of insurance by contacting your insurance broker. Any return premium will be paid in accordance with the Cancellation condition within the Policy conditions section of the policy wording.

Sum insured/estimates

Correct values at risk must be advised to us. If the sums insured you request are not adequate this will result in the amount we pay in the event of a claim being reduced. You should review your sums insured and levels of cover regularly to ensure these remain adequate.

Law applicable

You and we can choose the law which applies to this policy. We propose that the Law of England and Wales apply. Unless we and you agree otherwise, the Law of England and Wales will apply to this policy.

Making a complaint

If you have a complaint about your policy you should contact your insurance broker.

If your complaint relates to a claim on your policy please contact the department dealing with your claim.

If we have given you our final response and you are still not satisfied you may be eligible to refer your case to the Financial Ombudsman Service (FOS).

If applicable, you will receive details of how to do this at the appropriate stage of the complaints process.

Financial Services Compensation Scheme (FSCS)

We are covered by the Financial Services Compensation Scheme (FSCS). You may be entitled to compensation from the scheme in the unlikely event we cannot meet our obligations to you. This depends on the type of insurance, size of the business and the circumstances of the claim.

Further information about the compensation scheme arrangements is available from the FSCS (www.fscs.org.uk).

Data protection notice

AXA Insurance UK plc is part of the AXA Group of companies which takes your privacy very seriously.

For details of how we use the personal information we collect from you and your rights, please view our privacy policy at www.axa.co.uk/privacy-policy.

If you do not have access to the internet, please contact us and we will send you a printed copy.

This document is available in other formats.

If you would like a Braille, large print or audio version, please contact your insurance broker.

www.axa.co.uk