

Streszczenie rozprawy doktorskiej Mgr Marty Zygier /j. angielski/ pt. “The scope of bancassurance regulation and protection of the customer's interest”

In June 2014 the Polish Financial Supervision Authority issued the Recommendation U on good practices in bancassurance. The U Recommendation has been prepared in response to e.g. notices of the Insurance Ombudsman concerning irregularities in the development and practical functioning of selling insurance through banks within the bancassurance channel, which was also noticed during the supervision activities by the Polish Financial Supervision Authority.

In January 2016 the Council of the European Union and the European Parliament officially adopted the IDD Directive on insurance distribution regarding offering and selling insurance products. The provisions implementing the IDD Directive into the Polish legal system are primarily in the Act on insurance distribution, but also in the amended Act on insurance and reinsurance activity, the Act on handling complaints by financial market entities and the Financial Ombudsman, and in the Act on insurance and pension supervision.

The text aims to describe the collaboration between banks and insurance companies in offering insurance products, which is formed to jointly offer insurance products to the bank's customers, taking into account the corresponding regulations changes concerning the insurance distribution and customer protection interested in purchasing insurance product through the *bank's* distribution channels.

The purpose of the dissertation is to determine whether the guidelines on good practices in bancassurance, set out in the Recommendation U and the provisions of the Act on insurance distribution, guarantee protection of the customers' interests, as well as whether they have a positive impact on the cooperation between banks and insurance companies.

While pursuing the research goals a special attempt was made to the impact of

Recommendation U and the Act on insurance distribution, not only on the mediation of banks in insurance sales but also on the situation of customers opting to purchase insurance in the bank. Consequently, the text answers the question of how, following the entry into force of the new regulations, the customers' situation and the rules of collaboration between banks and insurance companies in bancassurance changed. The analysis allowed to clearly confirm that the Act on insurance distribution and Recommendation U, referring to protecting the customers' interests and guaranteeing, inter alia, choosing an insurance product that suits their needs, makes it necessary to change the terms of cooperation and the insurance products, formed by banks and insurance companies, in order to offer each customer a product that meet its expectations, based on an analysis previously carried out in this regard.