

The GVH accepted commitments

The Gazdasági Versenyhivatal (GVH – Hungarian Competition Authority) has closed its competition supervision proceeding after accepting commitments from Biztosítás.hu Biztosítási Alkusz Kft.

Biztosítás.hu Biztosítási Alkusz Kft. (Biztosítás.hu) specialises in insurance broker activities. For this reason the undertaking operates an online insurance website. This website (with the assistance of a “fee calculator”) compares the offers that are provided by insurance companies on compulsory third-party liability services and provides an opportunity to enter into a contract with one of the insurance companies.

Calculating the tariffs that are applied by the insurance companies which provide compulsory third-party liability services is a very difficult and complex procedure. This makes it almost impossible to provide customers with detailed information about the insurance fees of the insurance companies. The service that is provided by Biztosítás.hu helps to inform customers about insurance fees.

Biztosítás.hu promoted its services in a lot of ways between 30 October and 1 December 2009. The “whole service supply” was promoted to customers on the www.cyclex-tudakozo.hu website, while the slogan “every compulsory insurance company in one place with a guarantee” appeared in DM-leaflets.

The undertaking also advertised its website on www.ok.hu and www.cyclex-tudakozo.hu as “the best place to find the cheapest compulsory third-party liability service”. Regarding these websites, Biztosítás.hu pointed out during the investigation that it was not aware that these advertisements, which were published years ago, are still available on the above-mentioned marginal websites.

Biztosítás.hu has entered into cooperation agreements with all insurance companies. However, the so-called “free-calculator” did not take into account four of the tariffs in the field of the obtainable discounts of the provided compulsory third-party liability services. Biztosítás.hu also guaranteed the correct calculation of the published insurance tariffs by assuming responsibility for the contracts that had been concluded through its website. In case of deviation, Biztosítás.hu undertook to reimburse the difference between the factual insurance fee and the cheapest fee obtainable on its website. The latter only concerned those cases where the insurance fee, which had ultimately been calculated by the insurance company and was stipulated in the bond, was higher than the fee that was stipulated in the contract on the website. Besides this, the undertaking allowed customers in each and every contract with regard to compulsory third-party liability services to obtain the cheapest insurance fee available at the time of making an offer. Biztosítás.hu also undertook to reimburse the difference between fees, but only if the contracting party could prove that

he/she would have had an opportunity to conclude a more beneficial contract in connection with compulsory third-party liability services.

After receiving the preliminary stance of the GVH, the undertaking decided to submit its commitments to the authority. In these commitments Biztosítás.hu undertook the following:

a) the undertaking will refrain from using the slogan “every compulsory insurance company in one place with a guarantee” in the future if offers and discounts provided by certain insurance companies cannot be found under the domain name www.biztositas.hu or cannot be reached or obtained through the undertaking’s website, and

b) the undertaking will develop and put into operation a system (with the necessary computer programs) no later than the 31 March 2011 which will filter the content of the websites, which were the subject of the GVH’s investigation (www.cylex-tudakozo.hu and www.ok.hu). This system will continuously monitor the Internet and will be capable of storing and filtering the previously and currently applied slogans, contents and other advertisements of the undertaking in the case of both paid and free advertisements) and also of indicating to the relevant associates of Biztosítás.hu if an advertisement has lost its topicality. Biztosítás.hu shall inform the GVH about the newly developed system and shall simultaneously send the necessary documentation no later than 31 March 2011.

Since the GVH came to the conclusion that by the accomplishment of the above-mentioned commitments Biztosítás.hu will harmonise its conduct with the relevant provisions of the competition act, thus ensuring that the public interest is effectively safeguarded, the GVH accepted the commitments and by its order made them binding.