

# The Word, May 2024

28 May 2024

May's edition of *The Word* covers a variety of topics relevant to policy wording specialists, underwriters and those responsible for insurance product development.

We summarise the FCA's approach to AI in response to the Government's white paper, together with its latest statement on competition between big tech firms and financial service firms. We also look at the regulator's final publication on greenwashing guidance and the proposed extension of the sustainability disclosure requirements.

We also delve into the EU's Accessibility Act and consider what this means for businesses trading in the EU. We also take a look at embedded insurance, predicted to see a large increase in its share of global gross written premiums.

Further, following our collaboration with the Lloyd's Market Association, we are delighted to bring an update on the recent publication of the UK Consumer Wordings Guidance, drafted in association with Browne Jacobson.

We hope you find this edition an interesting read.

Tim

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- [The Financial Conduct Authority's approach to AI regulation](#) →
- [The FCA comments on competition between big tech firms and financial service firms](#) →
- [Final FCA anti-greenwashing rule guidance published](#) →
- [The European Accessibility Act: Inclusive products and services](#) →
- [From products to protection: The rise of embedded insurance](#) →
- [Updated UK Consumer Wordings Guidance: Browne Jacobson collaborates with the LMA](#) →

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