

## Chapter 1

# Product Intervention and Product Governance Sourcebook (PROD)

1.1 Application and purpose

Purpose

- 1.1.1 **G** The purpose of *PROD* is to improve *firms'* product oversight and governance processes and to set out the *FCA's* statement of policy on making *temporary product intervention rules*.
- 1.1.2 **G** Product oversight and governance refers to the systems and controls *firms* have in place to design, approve, market and manage products throughout the products' lifecycle to ensure they meet legal and regulatory requirements.
- 1.1.3 **G** Good product governance should result in products that:
- (1) meet the needs of one or more identifiable target markets;
  - (2) are sold to *clients* in the target markets by appropriate *distribution* channels; and
  - (3) deliver appropriate *client* outcomes.
- 1.1.4 **G** Unless the contrary intention appears, a reference to Gibraltar-based firm in *PROD* has the same meaning as in the *Gibraltar Order*.