

# Prudential ISA online

## Frequently asked questions

### **Q: How do I get access to the new online services?**

**A:** If you've accessed Prudential ISA online services previously, you'll be able to use your existing log in details to access our new site. If your password has expired, you can immediately reset and access the new system.

If you haven't used our Prudential ISA online services before but have an active agency number, please contact Link directly on 0344 335 8936 (option 1, option 1). They will then arrange for registration emails to be sent to you.

If you've not carried out business with Link before, you'll need to go through the standard set up process. Just send an email requesting access to the new online service to [prudential@linkgroup.co.uk](mailto:prudential@linkgroup.co.uk) providing the following details:

- your name
- name of the agency
- the agencies postal address
- the agencies FCA Code
- your IRN Code
- your personal email address
- the email address for adviser charge statements to be emailed to
- the bank details that adviser fee's should be paid to

If the agency is under a network please provide the following:

- the name of the network
- the networks FCA Code

Due to the FCA no longer providing information regarding authorised advisers Link require an email from a company registered email address confirming that the you are able and authorised to provide financial advice.

If you are an Independent Financial Adviser, we require confirmation that you work independently.

### **Q: I've not received my emails so cannot register for my account. Can these be re-sent?**

**A:** Yes of course, contact Customer Services at Link on 0344 335 8936 (option 1, then 1 again).

### Q: My client has not received their emails. Can these be re-sent?

A: Yes of course, you can re-send these by accessing your client's ISA through your dashboard and then using the 'Re-send one-time link email' in the 'Case tracking' section.

### Q: I've forgotten my password or memorable word. What do I do?

A: If you can't remember your password or memorable word select the "Forgotten your password?" or "Forgotten your memorable word" link on the Login Welcome page. You will be asked for your email address. Upon submitting this information, you will be sent an email containing a link to reset your details.

### Q: Can I share an email address with somebody else to register for an account?

A: No. In order to use the online service, each user must have an individual, unique email address.

The online service has been designed to provide each customer with access to view information on their ISA, such as the valuation and transaction history, it's also used as the means to inform them about important information on their ISA and provide their documents as they won't receive paper correspondence through the post.

We appreciate many couples use a shared email address, so if you have client's like this and they both have a Prudential ISA, an additional email address will be required to ensure both can access their ISAs using an email address that is unique to them.

### Q: My client doesn't have an email address. Can I use my own (adviser) email address for their details?

A: No. Your client will need set up their own email address. As the Prudential ISA is a digital service and we'll no longer be sending correspondence to customers via post, it's important we have an email address for your client to inform them when they have important documents to review.

### Q: How do I get a valuation report for my client?

A: There's two ways you can get a valuation report for your client.

You can access the 'Client record' page of your client's Prudential ISA through your 'Dashboard' where you'll be able to;

- see the current value broken down by each investment held and the units/shares and unit/share price of each investment held in the **Valuation breakdown** section
- access and download a Client report showing the total value of your client's Prudential ISA from the Valuation breakdown section, which will also show;
  - each investment held and its value
  - the units/shares for each investment held
  - the current unit/share price for each investment held
  - the investments paid to your client's Prudential ISA in the current tax year
  - the total investments paid to your client's Prudential ISA since it started, and
  - the total withdrawals taken from your client's Prudential ISA.

You can also use the 'Download all client valuations' option on your 'Dashboard'. This produces an excel csv file of all your Prudential ISA clients showing the information detailed for the Client report above.

## Q: Is there anything I can't process on the new online service?

A: Yes. Details are shown under the **Processing applications for new Prudential ISA clients** section of the ISA Online Functionality page.

## Q: How do you calculate the payment amount required for a single contribution where my adviser charge is being paid on top?

A: This depends on whether you define your charge as a percentage or monetary amount.

### Monetary amount

The payment required is simply the single contribution added in the Money in section plus the monetary amount of initial adviser charge entered on the Adviser charges – initial adviser charge section.

### Percentage

The charge is calculated based on the percentage of the total amount received. We therefore have to gross up the single contribution to ensure the net amount after the charge is deducted leaves the single contribution as the amount for investment. Here's a couple of examples to explain;

Assume your client wants to maximise their subscription allowance by paying a £20,000 single contribution and your initial adviser charge is 2%.

**If we added the amount of the charge, based on the percentage of the single contribution, to the single contribution your client wouldn't fully maximise their subscription allowance.**

Charge	= £20,000 x 2%	= £400
Payment to be made	= £20,000 + £400	= £20,400
Charge calculated	= £20,400 x 2%	= £408
Amount that would be invested	= £20,400 – £408	= £19,992
Your client would undersubscribe by £8.		

**By grossing up the single contribution this means the full subscription allowance is invested.**

£20,000 single contribution, initial adviser charge = 2%		
Payment to be made	= £20,000 / (100% – 2%)	= £20,408.16
Charge calculated	= £20,408.16 x 2%	= £408.16
Amount that would be invested	= £20,408.16 – £408.16	= 20,000.00

Your client maximises their subscription allowance.

The alternative would be to select a monetary based initial adviser charge of £400. In that situation your client would pay £20,400, £400 would be deducted as an initial adviser charge and £20,000 would be invested.

## Q: What is the last date you can accept a single contribution payment for it to be included in the current tax year?

A: This depends on the payment method to be used. Visa debit card is the quickest method of payment as payment confirmation is almost instantaneous when your client makes the payment. The following table might help;

Payment method	Payment included in current tax year if:
Visa debit card	<ul style="list-style-type: none"> <li>Your client has made the Visa debit card payment and Pay 360 authorise the payment by 23:59:59 on the 5th April.</li> <li>If not authorised or authorised on or after 24:00:00, i.e. on or after 6th April, the payment will be included in the next tax year</li> </ul>
Bank transfer	<ul style="list-style-type: none"> <li>Your client makes the bank transfer and it arrives in Link's bank account no later than 23:59:59 on the 5th April, or where the 5th April is not a business day by 23:59:59 on the last business before the 5th April.</li> </ul>
Cheque	<ul style="list-style-type: none"> <li>The cheque is received at least 5 business days before the 5th April AND must; <ul style="list-style-type: none"> <li>– be a valid cheque,</li> <li>– be signed, dated and made out to the correct entity</li> <li>– have the correct unique application reference written on the back of the cheque,</li> <li>– successfully clear by the 5th April, or the last business day before 5th April if that is a non-business day.</li> </ul> </li> </ul>

**Q: How do I process a single contribution application across two tax years**

**A:** The process to follow to make the journey and communications with your client as easy as possible depends on the proposed payment method as detailed below:

Payment method	New ISA client	Existing ISA client
<p>Visa debit card</p>	<p><b>Keying and submitting the applications</b></p> <ul style="list-style-type: none"> <li>• Key in and submit the New ISA application</li> <li>• When the Add Money in option is shown on the Client Record page key the top-up application but <b>don't</b> submit until the 6th April. Please note it may take up to an hour from the submission of a New ISA application for the Add Money in option to become available on the Client Record page. Please also see the <b>Important note</b> at the end of this FAQ.</li> </ul> <p>Remember each application generates two emails to your client; one with a one-time link and one with a one-time password, keying this way will ensure you control the timing of the emails going out to your client and the actions they might need to take in this tax year and the next.</p> <p><b>Actions by your client</b></p> <ul style="list-style-type: none"> <li>• Your client needs to ensure they access the emails generated by the New ISA application before the 6th April to access the payment process.</li> </ul> <p>See <b>Q: What is the last date you can accept a single contribution payment for it to be included in the current tax year?</b> for timing details to ensure payment is included in the current tax year.</p> <ul style="list-style-type: none"> <li>• When you submit the top-up application in the new tax year your client will need to ensure they access the emails generated by the top-up application to access the payment process.</li> </ul>	<p><b>Keying and submitting the applications</b></p> <ul style="list-style-type: none"> <li>• Key in and submit the first top-up application</li> <li>• Key in the second top-up application but <b>don't</b> submit until the 6th April. Please also see the <b>Important note</b> at the end of this FAQ.</li> </ul> <p>Remember each application generates two emails to your client; one with a one-time link and one with a one-time password, keying this way will ensure you control the timing of the emails going out to your client and the actions they might need to take in this tax year and the next.</p> <p><b>Actions by your client</b></p> <ul style="list-style-type: none"> <li>• Your client needs to ensure they access the emails generated by the first top-up application before the 6th April to access the payment process.</li> </ul> <p>See <b>Q: What is the last date you can accept a single contribution payment for it to be included in the current tax year?</b> for timing details to ensure payment is included in the current tax year.</p> <ul style="list-style-type: none"> <li>• When you submit the second top-up application in the new tax year your client will need to ensure they access the emails generated by the top-up application to access the payment process.</li> </ul>

Payment method	New ISA client	Existing ISA client
Bank transfer	<p data-bbox="320 170 831 203"><b>Keying and submitting the applications</b></p> <ul data-bbox="368 215 890 595" style="list-style-type: none"> <li data-bbox="368 215 890 248">• Key in and submit the New ISA application</li> <li data-bbox="368 271 890 595">• When the Add Money in option is shown on the Client Record page key the top-up application but <b>don't</b> submit until the 6th April. Please note it may take up to an hour from the submission of a New ISA application for the Add Money in option to become available on the Client Record page. Please also see the <b>Important note</b> at the end of this FAQ.</li> </ul> <p data-bbox="320 618 890 801">Remember each application generates two emails to your client; one with a one-time link and one with a one-time password, keying this way will ensure you control the timing of the emails going out to your client and the actions they might need to take in this tax year and the next.</p> <p data-bbox="320 824 608 857"><b>Actions by your client</b></p> <ul data-bbox="368 869 890 1200" style="list-style-type: none"> <li data-bbox="368 869 890 1200">• Your client needs to ensure they access the emails generated by the New ISA application before the 6th April to access the payment process. Accessing those emails will provide your client with Link's bank account details to make the bank transfer along with the unique reference for that application your client <b>MUST</b> include as part of that payment.</li> </ul> <p data-bbox="320 1223 890 1373">See <b>Q: What is the last date you can accept a single contribution payment for it to be included in the current tax year?</b> for timing details to ensure payment is included in the current tax year.</p> <ul data-bbox="368 1395 890 1715" style="list-style-type: none"> <li data-bbox="368 1395 890 1715">• When you submit the top-up application in the new tax year your client will need to ensure they access the emails generated by the top-up application. Accessing those emails will provide your client with Link's bank account details to make the bank transfer along with the unique reference for that application your client <b>MUST</b> include as part of that payment.</li> </ul>	<p data-bbox="922 170 1433 203"><b>Keying and submitting the applications</b></p> <ul data-bbox="970 215 1476 450" style="list-style-type: none"> <li data-bbox="970 215 1476 282">• Key in and submit the first top-up application</li> <li data-bbox="970 304 1476 450">• Key in the second top-up application but <b>don't</b> submit until the 6th April. Please also see the <b>Important note</b> at the end of this FAQ.</li> </ul> <p data-bbox="922 472 1493 656">Remember each application generates two emails to your client; one with a one-time link and one with a one-time password, keying this way will ensure you control the timing of the emails going out to your client and the actions they might need to take in this tax year and the next.</p> <p data-bbox="922 678 1209 712"><b>Actions by your client</b></p> <ul data-bbox="970 723 1493 1043" style="list-style-type: none"> <li data-bbox="970 723 1493 1043">• Your client needs to ensure they access the emails generated by the New ISA application before the 6th April to access the payment process. Accessing those emails will provide your client with Link's bank account details to make the bank transfer along with the unique reference for that application your client <b>MUST</b> include as part of that payment.</li> </ul> <p data-bbox="922 1066 1493 1216">See <b>Q: What is the last date you can accept a single contribution payment for it to be included in the current tax year?</b> for timing details to ensure payment is included in the current tax year.</p> <ul data-bbox="970 1238 1493 1581" style="list-style-type: none"> <li data-bbox="970 1238 1493 1581">• When you submit the top-up application in the new tax year your client will need to ensure they access the emails generated by the top-up application. Accessing those emails will provide your client with Link's bank account details to make the bank transfer along with the unique reference for that application your client <b>MUST</b> include as part of that payment.</li> </ul>

Payment method	New ISA client	Existing ISA client
Cheque	<p><b>Keying and submitting the applications</b></p> <ul style="list-style-type: none"> <li>• Key in and submit the New ISA application</li> <li>• When the Add Money in option is shown on the Client Record page key in and submit the top-up application. Please note it may take up to an hour from the submission of a New ISA application for the Add Money in option to become available on the Client Record page. Please also see the <b>Important note</b> at the end of this FAQ.</li> </ul> <p>You should obtain the cheques from your client and add the unique references produced for each application on the respective cheques associated to each application.</p> <p>Remember each application has its own unique reference so care needs to be taken to ensure the correct application reference is written on the correct cheques.</p> <p>See <b>Q: What is the last date you can accept a single contribution payment for it to be included in the current tax year?</b> for timing details to ensure payment is included in the current tax year.</p> <p><b>DON'T SEND THE CHEQUE FOR THE NEXT YEARS TOP-UP APPLICATION UNTIL THE START OF THE NEXT TAX YEAR.</b></p>	<p><b>Keying and submitting the applications</b></p> <ul style="list-style-type: none"> <li>• Key in and submit the first top-up application</li> <li>• Key in and submit the second top-up application. Please also see the <b>Important note</b> at the end of this FAQ.</li> </ul> <p>You should obtain the cheques from your client and add the unique references produced for each application on the respective cheques associated to each application.</p> <p>Remember each application has its own unique reference so care needs to be taken to ensure the correct application reference is written on the correct cheques.</p> <p>See <b>Q: What is the last date you can accept a single contribution payment for it to be included in the current tax year?</b> for timing details to ensure payment is included in the current tax year.</p> <p><b>DON'T SEND THE CHEQUE FOR THE NEXT YEARS TOP-UP APPLICATION UNTIL THE START OF THE NEXT TAX YEAR.</b></p>

### Important note

As a saved application will only be retained for a maximum of 30 days, you may need to diarise the keying of the 2nd application to ensure it won't expire before the start of the next tax year.

### **Q: Do you require copy bank statements if I'm processing a one-off and/or regular withdrawal on behalf of my client?**

**A:** By processing and submitting an application or request on behalf of your client, You are responsible for ensuring, and confirming by way of the online declarations in your online submission, that;

- Anti-money laundering/counter terrorist financing verification has been satisfied by You in accordance with UK legislation and meets the standard evidence set out within the guidance for the UK finance sector issued by the Joint Money laundering Steering Group (JMLSG),
- You have obtained, verified and confirmed the sort code, account name and number in relation to you client.
- Link Financial Investments Limited will carry out spot checks on applications and transactions processed through the online service. Where you're selected as part of those spot checks, copies of the evidence you obtained to complete the application/transaction will be requested, along with any additional information they may deem relevant to satisfy themselves the service is being used as intended.

**Q: Why do you require my client to re-confirm their bank details online for setting up a direct debit?**

**A:** In order to set up a paperless direct debit and meet the relevant banking regulations, Link Financial Investments Limited's bank Barclays plc, advised that the client themselves MUST key the bank details.

**Q: When paying by debit card my client gets a 3D secure message, can they bypass this?**

**A:** No, 3D Secure is a fraud prevention measure which their bank has put in place for security whilst making payments when the card is not present. It involves a secure authentication process which can differ depending on which bank they are with.

In some cases, they will be prompted to enter a password that they've already set up through their bank. In others, they will receive a text from their bank with an authentication code which they'll need to input on the website. Or they may be asked to log in to their online banking to confirm the payment.

If they are unsure about this process or do not want to proceed through this authentication process, there are alternative payment methods: bank transfer (preferred) or cheque. They can cancel the card payment and make the payment by a different method.

**Q: How will my client receive their quarterly statements and other correspondence?**

**A:** By signing up your client up to the Prudential ISA Terms and Conditions, including the Prudential ISA Online Service terms of use, on their behalf as part of a new ISA application or, by carrying out an online transaction on their behalf, your client will be treated a digital customer. This means they'll receive their documents and correspondence digitally and can access these in their online document store once they've registered for access to the service.

Each time a document is added to your client's document store they'll receive an email notification informing them they have a document ready to view. If they've not yet registered for the Prudential ISA Online Services they'll be provided with details on how to register for the service and access their documents.

**Q: Will I continue to receive copy paper quarterly statements and correspondence?**

**A:** No. You can access your client's documents in the Documents section of the Client Record page of your client's Prudential ISA.

You can find out details of when statements are normally added to the Documents section in the FAQ When do statements normally get issued for my client?

**Q: What documents, and when, are added to the Documents section of my client's online account?**

**A:** The following documents are added to the Documents section;

Document	Details
Contract note for a regular contribution	<p>A contract note is only produced for payment of the first regular contribution after set up.</p> <p>The contract note is normally added to the online Documents section within 24 hours of receipt and completion of the trade. For OEIC funds this will be no later than 48 hours after completion of the trade.</p>
Contract note for a single contribution	<p>The contract note is normally added to the online Documents section within 24 hours of receipt and completion of the trade. For OEIC funds this will be no later than 48 hours after completion of the trade.</p>
Contract note for a transfer payment	<p>The contract note is normally added to the online Documents section within 24 hours of receipt and completion of the trade. For OEIC funds this will be no later than 48 hours after completion of the trade.</p>
Regular saver letter	<p>The regular saver letter sets out the details of the regular contribution request set up.</p>
Quarterly statement – Q1 (April)	<p>Towards the end of April / beginning of May each year and will cover the period from 6th January to 5th April</p>
Quarterly statement – Q2 (July)	<p>Towards the end of July / beginning of August each year and will cover the period from 6th April to 5th July</p>
Quarterly statement – Q3 (October)	<p>Towards the end of October / beginning of November each year and will cover the period from 6th July to 5th October</p>
Quarterly statement – Q4 (January)	<p>Towards the end of January / beginning of February each year and will cover the period from 6th October to 5th January.</p>
Yearly cost and charges statement	<p>In March each year covering the costs and charges you paid over the previous calendar year, i.e. from 1st January to the 31 December.</p> <p>If your client closes their Prudential ISA, Link are also required to provide them with a final cost and charges statement. This final statement will be issued in the March following closure of your client's ISA and will show the costs and charges paid from the 1st January to the date of closure of their ISA.</p>

## Q: What email notifications do you send to my client?

A: As you can apply for and transact on your client's behalf, it's important Link Financial Investments Limited provide your client with access to relevant information to ensure Link meet their regulatory responsibilities.

As part of the application/transaction you perform on behalf of your client, you'll sign your client up to the Prudential ISA Terms and Conditions including the Prudential ISA Online Service terms of use. Link will issue email notifications to your client in the following circumstances;

Event	Email notification content	Purpose and when sent	Action required by your client where applicable
You submit a new ISA application or process an Add Money in (top-up) transaction.	One time link and one time password emails.	Allows your client to review a summary of the application you made on their behalf, including details of any charges you've indicated you and your client have agreed to facilitate from your client's ISA, and complete any actions required of them.	<p><b>Regular contribution</b></p> <ul style="list-style-type: none"> <li>Your client will have to confirm the bank details for the Direct Debit Mandate to become active.</li> </ul> <p><b>Single contribution</b></p> <ul style="list-style-type: none"> <li><b>Visa debit card</b> Your client MUST access the emails and proceed through the summary and then make the Visa debit card payment.</li> <li><b>Bank transfer</b> Your client must access the emails and proceed through the summary to obtain the bank details for payment. It also includes a unique reference for your client to use part of the payment. If this is not used it may delay the application and investment of the funds.</li> <li><b>Cheque</b> Our understanding is you'll likely have already obtained a cheque from your client before you submit the application. It's important you write the application reference provided to you in the <b>What happens next</b> section on the back of the cheque. If this is not included it may delay the application and investment of the funds.</li> </ul>
You change any of your client's personal details	One time link and one time password emails.	Allows your client to review a summary of changes you made to their personal details on their behalf.	None
You Invite your client to register for the online service	One time link and one time password emails.	Allows your client to register for access to the Prudential ISA Online Services.	Your client will get the opportunity to set up their password and memorable word.
You submit a Set up a withdrawal or Edit a regular withdrawal transaction	One time link and one time password emails.	Allows your client to review a summary of the withdrawal request, including bank details, you made on their behalf.	None

Event	Email notification content	Purpose and when sent	Action required by your client where applicable
You submit an Add or Edit ongoing adviser charge transaction	One time link and one time password emails.	Allows your client to review a summary of the ongoing adviser charge you added/edited and which you and your client have agreed is to be facilitated from your client's ISA.	None
Direct debit	Successful confirmation of direct debit details	Direct debit details completed	None
Visa debit card payment	Successful payment of Visa debit card payment	Visa debit card payment completed	None
Transfer payment	Receipt of transfer payment	Transfer payment received	None
Bank transfer payment	Receipt of bank transfer payment	Bank transfer payment received	None
Document added	Document added to your Document section. Go online to view	Document added to document store	None

### Q: How can I get my client access to the online service?

**A:** If you applied for, or have transacted on, your client's Prudential ISA on your client's behalf using the new Prudential ISA Online Services, your client will have received two emails that allowed them to access a summary of the application/transaction you processed on their behalf. As part of that process your client has the opportunity to register for the service.

If your client didn't register, or you've an existing client that was set up before the new Prudential Online Services was launched in 2020, you can invite your client to register.

Simply access the Client Record of your client by looking them up and selecting **View client** in the search facility on your dashboard. When you've accessed the Client Record there'll be an **Invite client to register** option on the left hand servicing actions panel. This will send two emails to your client. One will contain a link and the other a password which will allow your client to proceed through the registration process.

If the **Invite client to register** option is not shown this means your client may already have registered for the service.

[pruadviser.co.uk](https://pruadviser.co.uk)

"Prudential" is a trading name of Prudential Distribution Limited. Prudential Distribution Limited is registered in Scotland. Registered office at Craigforth, Stirling FK9 4UE. Registered number SC212640. Authorised and regulated by the Financial Conduct Authority.