

Watch your language!

Rules for Plain English Writing

Show **dates** like this:

✓ 12 May 2005

✗ 12th May '05

✗ May 12 2005

Use words for **numbers** up to and including ten. And figures for numbers after ten.

✓ one, two, ten... 11, 12, 13

Show **telephone numbers** like this:

✓ 01 704 2000

✗ 01 7042000

✗ 01-704-2000

Use **decimals** not fractions.

✓ 0.5

✗ 1/2

✗ $\frac{1}{2}$

Use **percentage symbol %**, not per cent

✓ 10%

✗ ten per cent

✗ 10 per cent

Currency values should be shown as:

✓ €

✗ Eur

✗ Euro

Addressing our customers

✓ Mr John Murphy

✗ Mr J Murphy

✗ Mr Murphy

✗ John Murphy

General terms

✓ welcome pack	✗ policy pack
✓ booklet	✗ brochure
✓ plan schedule	✗ policy schedule (except for investments, use the word investment schedule)
✓ terms & conditions booklet	✗ policy document
✓ paid up	✗ fully paid
✓ application	✗ proposal
✓ start	✗ commence
✓ more than	✗ in excess of
✓ when we/you get	✗ on receipt
✓ if you ask	✗ on request
✓ details	✗ particulars
✓ a year	✗ per annum
✓ people	✗ persons
✓ before	✗ prior to
✓ go	✗ proceed
✓ buy	✗ purchase
✓ about	✗ regarding
✓ ask	✗ request
✓ end, finish	✗ terminate
✓ adviser	✗ advisor

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Technical terms agreed for use in Irish Life

When talking to **PRSA** customers

✓ contribution(s)	✗ payment(s)
✓ plan	✗ policy
✓ contributor	✗ customer
✓ potential growth	✗ growth

When talking to **pension** customers

✓ payment(s)	✗ contribution(s)			
✓ plan	✗ policy			
✓ contributor	✗ policyholder			
✓ potential growth	✗ growth			
When company pensions	✓ trustee	✗ policyholder		
When company pensions	✓ member	✗ beneficiary	✗ customer	✗ employee

When talking to **protection & savings** customers

✓ plan	✗ policy	
✓ customer	✗ policyholder	
✓ life covered	✗ life assured	
✓ payment(s)	✗ contribution(s)	✗ premium(s)
✓ guaranteed cover again	✗ conversion option	

When talking to **investment** customers

✓ investor	✗ customer	✗ policyholder
✓ plan	✗ policy	
✓ payment(s)	✗ contribution(s)	✗ premium(s)
✓ potential growth	✗ growth	