STUDENT NON-DISCLOSURE AGREEMENT

This Agreement is made and entered into by and between ROYAL LONDON IRELAND ("Company") and GREG LANGELLA SBA2194 ("Student") for the purpose of receiving certain confidential information of Company to enable the Student to undertake the project described at the end of this Agreement ("Project").

Company and Student hereby agree as follows:

1. "Confidential Information" means proprietary and confidential information of Company marked or identified as such in accordance with Section 2 below.

2. To be treated as Confidential Information, any information provided by Company to Student in tangible form shall be marked "Proprietary and Confidential" or similar markings. Information disclosed orally must be identified orally as confidential at the time of disclosure and summarized in writing within 30 days of disclosure.

3. No information will be Confidential Information that: (i) is already known to Student, or (ii) is or becomes publicly known through no wrongful act of Student, or (iii) is received by Student from a third party without similar restrictions and without breach of this Agreement.

4. Except as provided herein, Student will not disclose any Confidential Information to any other person. Student will not use any Confidential Information other than in connection with the Project.

5. Student may disclose Confidential Information (i) to other students who have executed non-disclosure agreements with Company, (ii) in response to the lawful request or requirement of a governmental agency or by requirement of law, and (iii) to the faculty member supervising the Project, provided that faculty member has signed a non-disclosure agreement with Company.

6. Company understands that to complete the requirements of the course in which he or she is enrolled, Student must give a substantive presentation concerning the Project to an audience that will not have signed non-disclosure agreements, and that such presentation will include information about the Company. Company will work with Student to prevent the inclusion of Confidential Information in the presentation and any written materials prepared by the Student.

7. All Confidential Information delivered by Company to Student will be and remain property of Company. All Confidential Information, and any copies thereof, will be promptly returned to Company or destroyed by Student upon Company's request.

8. The obligations of Student under this Agreement shall terminate 22/09/2023.

9. This Agreement may not be modified except by written instrument signed on behalf of each party. Either party may assign this Agreement to a parent corporation, to a wholly owned subsidiary or a successor of substantially all of the business or assets of the party. This Agreement embodies the entire agreement and understanding of the parties and terminates and supersedes all prior independent agreements and under takings between the parties. The provisions of this Agreement shall be construed in accordance with the laws of the state of Republic of Ireland. All notices, requests or consents given in connection with this Agreement shall be given in writing and sent by first class mail, postage prepaid, telegram, teletype, telex, cable or email to the addresses listed at the end of this Agreement, unless either party notifies the other party of a different address.

Description of Project:

This research project aims to implement a supervised machine learning model that can predict the likelihood of a life assurance application being converted into an active policy. This prediction can help the Life Assurance Company allocate resources effectively and improve their overall business efficiency.

The project will involve analysing various data points, including product selections and application details to identify the factors that affect the conversion of life assurance applications. By leveraging machine learning algorithms, the model will be able to provide a probability score for each application, indicating the likelihood of the application being converted.

The project is pertinent to Data Analytics because it involves the use of supervised machine learning techniques to tackle a real-world problem in the life assurance sector. To build an accurate and efficient machine learning model, the project will necessitate the usage of several data analysis techniques such as data cleansing, feature engineering, and model selection. Furthermore, the project will involve the application of numerous best practices methodologies in data analytics to assure the model's validity and reliability.

It is proposed that a quantitative type of experimentation is used as the principal form of primary research. To carry out this experiment, the highly correlated features and features with high feature importance scores would be manipulated for a sample of life assurance policy applications, and then compare the classification results of the manipulated sample to those of a control group in which the features were not changed. The control group would serve as a baseline against which the modified sample's findings could be evaluated to determine the causal influence of the characteristics on the classification model's output.

Executed as of the date and year first above written:

Student's Signature: 

Date: 01/08/2023 .

Print Name: Greg Langella .