



## **Code of Professional Ethics**

As a Member of the Association of Insurance and Financial Specialists, and to maintain such Membership, you agree that you will:

- Place the integrity of the insurance and financial services industry and interests of clients above your own interests;
- Act with honesty, diligence and always in a respectful and ethical manner with other professionals, prospective clients, and clients;
- Use care to apply your independent judgment objectively and competently when conducting financial analysis, making recommendations, and any other professional duties;
- Practice with a spirit that reflects positively on you and the financial services industry, encouraging colleagues to do likewise;
- Promote compliance with and personally abide by the rules and regulations governing the industry;
- Reflect the tenets of disclosure and fairness in all professional interactions with the general public and colleagues;
- Strive to improve your personal professional knowledge and competence, and encourage or assist the improvement of your colleagues;
- Respect the confidentiality of data and information obtained from or entrusted to you by your clients, safeguarding that information.

