

Financial Advisors Association - Code of Conduct

Confidentiality

Our pledge of confidentiality goes hand in hand with our commitment to integrity. To be deserving of our clients' trust, it is important that we remain reliable, dependable and honourable in everything we do.

- We shall respect the confidentiality of information that we are given and we shall take reasonable steps to ensure such confidentiality is not breached.
- We shall not use or disclose any confidential information except in the normal course of rendering financial services, unless the written consent of the provider of the information has been obtained beforehand or disclosure of the information is required in the public interest or is compelled by law.

Competence

Our clients trust us to guide them through the complex and ever-changing world of finance. It is our responsibility to constantly better ourselves so that we can provide them with the most innovative, practical financial advice.

- We shall maintain our knowledge and skills in order to deliver competent and appropriate financial advice to our customers. We shall continue our education throughout our careers in order to improve professional competence in all areas in which we are operating.
- We shall meet all minimum member education requirements established for and approved by the Association.
- At all times, we will provide advice within the boundaries of our expertise and competence. Where the appropriate advice or solution to a client's needs is something beyond our expertise, we shall consult or involve a person with the necessary expertise.

Compliance

The importance of compliance is central to our business. Our clients rely on the fact that we respect the law, abide by relevant codes of conduct and always maintain absolute compliance.

- We shall ensure that we are up to date with appropriate legislation and regulations.
- We shall comply with the letter and the spirit of the law and regulations in so far as it applies to the financial services industry in which we operate.

- We take note of the FAIS General Code of Conduct and shall abide by the requirements of that Code.
 - We shall comply with the conditions of membership of this Association in force from time to time.
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Provide relevant information

Our clients put their trust in our hands. It is, therefore, our duty to always provide them with all the relevant information that may affect them.

- We shall disclose to clients all information that is required by law or that is relevant to customers making informed decisions.
 - We shall keep clients informed of all pertinent information before and after the sale or advice.
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Support of the Association

As a member of Masthead, it is essential that we support the Association in all our actions. This is integral to our success as Independent Brokers, as well as to the success of Masthead as a whole.

- We shall strive to promote the Association and its objectives.
 - We will not act in a manner that could damage the reputation of the Association.
 - We shall make use of the support and services provided by Masthead and agree to make use of the dispute resolution process introduced by Masthead.
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Integrity

Integrity is at the core of everything we do at Masthead. It informs the way we interact with others, with our clients, and most importantly, the way we conduct ourselves in our everyday lives.

- In all our dealings we will act honestly, fairly and with integrity.
- We will at all times strive to build trust in our dealings with clients and other stakeholders.
- We will provide the appropriate advice and solutions to meet client needs. In striving to meet these needs, we will avoid certain products, selling practices and advice that we regard as undesirable.