

Treating Our Clients Fairly

We recognise that our clients and our reputation are two of our most Important assets. We have built our business on a strong culture of openness and fairness towards our clients. When we say “we act for our client – not the insurer” – we underpin this with the best service standards we can offer and a willingness to go that extra mile for each and every one of our clients.

In support of our aims we have developed a statement of six Key Principles to which we will always try and adhere.

- We will always give our clients the service and support that we have led them to expect.**
- We will always aim to offer our clients appropriate products targeted to meet their needs with clear explanation of alternatives**
- We will always aim to provide clear explanations of the supporting literature, interpret the small print and provide ongoing support and advice during the policy year.**
- We will do our best to resolve mistakes affecting our clients as quickly as possible.**
- We will try to be clear and not misleading in all our client communications.**
- We will act with integrity, flexibility and consideration towards our clients.**