

Introducing the General Insurance Council of Saskatchewan Agent Code of Conduct

Council Mandate

- The General Insurance Council is committed to a fair, ethical and professional industry which ensures that consumers receive responsible, trustworthy advice and service regarding insurance and related financial matters.

Purpose of the Code of Conduct

- To build on the Act and Bylaws to give specific guidance to licensees on conduct issues
- To give the consumer information on what they should expect from licensees
- To identify minimum standards of conduct for licensees

Where to Find the Code

- A PDF version of the Code has been posted on Council's website
 - Go to www.skCouncil.sk.ca
 - Click on "Compliance"
 - Click on "Agents Code of Conduct"

How is the Code Laid Out

- Chapter 1: Table of Contents
- Chapter 2: How to use the Code
- Chapter 3: Executive Summary of Code Principles
- Chapter 4: Definitions
- Chapter 5-18: The Principles
 - Related Bylaws
 - Requirements: Licensees Must ...
 - Contraventions: Licensees Must Not ...
 - Examples of Misconduct
 - Situational Guidance

Examples of Misconduct

- Live examples taken from:
 - Council files
 - Experiences from other jurisdictions

What Resources Did Council Use to Develop the Code?

- Project Manager with extensive P&C industry and Council experience
- Advisory Committee from Industry
- Industry expertise on Council

The Principles ... see back of page

Executive Summary of GICS Code of Conduct Principles

Honesty – Licensees must operate with utmost good faith, which means being honest, truthful, reliable and trustworthy.

Privacy, Confidentiality, and Use of Information – Licensees must protect the privacy and personal information of consumers, obtaining proper consent and sharing information as needed to arrange the requested insurance.

Requirements of the Act and Other Legislation – Licensees must follow the requirements of the Saskatchewan Insurance Act and its Regulations and the Insurance Council Bylaws.

Competence – Licensees must have the appropriate qualifications and adequate knowledge to handle the requested and needed insurance, and only handle risks for which they are competent.

Designated Representatives – An individual designated by the agency is responsible to the Insurance Council for the licensing, education and conduct of all insurance professionals in the firm.

Financial Integrity and Management – Licensees must safeguard the financial assets of consumers and insurers, including keeping adequate records. They must also obtain the consumer's consent in writing before charging any fee in addition to a policy premium.

Conflicts of Interest – Licensees must place their client's interests before their own. This means looking out for consumers' needs, even when the consumers may not know what those needs are. Licensees must identify any conflicts of interest with consumers or insurers, avoiding them or disclosing them fully in writing when they occur.

Advertising and Respect of the Public – Licensees must accurately represent themselves, their credentials, ownership, services, markets, products and prices to consumers so that consumers know who is serving them and what products or insurers are offered.

Handling Claims – Just as a licensee must always act in the best interest of the client in selling insurance, a licensee must also act in the client's best interest in handling claims. Licensees must fully disclose all relevant information to insurers when reporting claims.

Dealing with Clients (including Prospects) and Quality of Service – Licensees must make adequate inquiries into clients' insurance needs and provide recommendation and explanation of options, including information about risks which are not covered. Licensees must give clients fair, full and accurate information and explain limitations or exclusions in coverage, in order for the clients to make informed decisions. Licensees must document needs assessment, sales process, and subsequent service. Responses and services should be provided promptly and efficiently with courtesy and respect. The interests of the client must be paramount at all times.

Dealing with Insurers – Licensees must fully and accurately disclose all relevant information to insurers, represent insurers' products fairly, follow insurers' procedures and any authority granted to them by insurers, and promptly and courteously respond to inquiries, pay premiums, deliver documents and report claims.

Dealing with Interested Third Parties – Clients must authorize any situation where an interested third party receives information or any benefit or involvement in the insurance policy. Interested third parties are due the same duty of honesty, competence, courtesy and prompt service as clients.

Dealing with Other Licensees – Licensees must treat fellow licensees with honesty, courtesy, and respect. If a licensee is aware of misconduct by a fellow licensee, the licensee has a duty to report to Council to protect consumers and the reputation of the insurance industry.

Dealing with Council – Licensees and former licensees must respond promptly, fully, and honestly to inquiries from Council. Licensees must comply fully and in good faith with licensing regulations. Information about licensing is open to the public.