

## **FPSB'S FINANCIAL PLANNER CODE OF ETHICS AND PROFESSIONAL RESPONSIBILITY**

By adhering to ethical standards, financial planning professionals agree to provide financial planning in the interests of clients and with the highest ethical and professional standards, and agree to uphold and promote the interests of the financial planning profession for the benefit of society.

As part of their professional commitment, financial planning professionals should provide appropriate disclosures and agree to be bound by ethical standards when delivering financial planning to clients.

FPSB has incorporated ethical behavior and judgment, and compliance with ethical standards, into the global standards for CFP certification. To ensure these ethical obligations are understood, FPSB Members incorporate content on ethical standards, and their application, into territory-specific CFP certification standards. FPSB Members further adapt and enforce FPSB's ethical standards in their respective territories.

FPSB expects that clients of financial planning professionals will benefit from a globally accepted set of ethical standards for financial planning professionals.

### **Format of the Code of Ethics Principles**

FPSB's Ethical Principles are statements expressing in general terms the ethical standards that financial planning professionals should adhere to in their professional activities; the comments following each Principle further explain the intent of the Principle. The Principles are aspirational and are intended to provide guidance for financial planning professionals on appropriate and acceptable professional behavior.

### **Applicability of the Code of Ethics Principles**

FPSB's Ethical Principles reflect financial planning professionals' recognition of their responsibilities to the public, clients, colleagues and employers. The Principles guide the performance and activities of anyone involved in the practice of financial planning; the concept and intent of these Principles are adapted and enforced on CFP professionals by FPSB Members through territory-specific rules of professional conduct.

## **FPSB'S FINANCIAL PLANNER CODE OF ETHICS AND PROFESSIONAL RESPONSIBILITY**

### **Principle 1 – Client First**

#### **Place the client's interests first.**

Placing the client's interests first is a hallmark of professionalism, requiring the financial planning professional to act honestly and not place personal gain or advantage before the client's interests.

### **Principle 2 – Integrity**

#### **Provide professional services with integrity.**

Integrity requires honesty and candor in all professional matters. Financial planning professionals are placed in positions of trust by clients, and the ultimate source of that trust is the financial planning professional's personal integrity. Allowance can be made for legitimate differences of opinion, but integrity cannot co-exist with deceit or subordination of one's principles. Integrity requires the financial planning professional to observe both the letter and the spirit of the Code of Ethics.

### **Principle 3 – Objectivity**

#### **Provide professional services objectively.**

Objectivity requires intellectual honesty and impartiality. Regardless of the services delivered or the capacity in which a financial planning professional functions, objectivity requires financial planning professionals to ensure the integrity of their work, manage conflicts and exercise sound professional judgment.

### **Principle 4 – Fairness**

#### **Be fair and reasonable in all professional relationships. Disclose and manage conflicts of interest.**

Fairness requires providing clients what they are due, owed or should expect from a professional relationship, and includes honesty and disclosure of material conflicts of interest. It involves managing one's own feelings, prejudices and desires to achieve a proper balance of interests. Fairness is treating others in the same manner that you would want to be treated.

### **Principle 5 – Professionalism**

#### **Act in a manner that demonstrates exemplary professional conduct.**

Professionalism requires behaving with dignity and showing respect and courtesy to clients, fellow professionals, and others in business-related activities, and complying with appropriate rules, regulations and professional requirements. Professionalism requires the financial planning professional, individually and in cooperation with peers, to enhance and maintain the profession's public image and its ability to serve the public interest.

## **Principle 6 – Competence**

**Maintain the abilities, skills and knowledge necessary to provide professional services competently.**

Competence requires attaining and maintaining an adequate level of abilities, skills and knowledge in the provision of professional services. Competence also includes the wisdom to recognize one's own limitations and when consultation with other professionals is appropriate or referral to other professionals necessary. Competence requires the financial planning professional to make a continuing commitment to learning and professional improvement.

## **Principle 7 – Confidentiality**

**Protect the confidentiality of all client information.**

Confidentiality requires client information to be protected and maintained in such a manner that allows access only to those who are authorized. A relationship of trust and confidence with the client can only be built on the understanding that the client's information will not be disclosed inappropriately.

## **Principle 8 – Diligence**

**Provide professional services diligently.**

Diligence requires fulfilling professional commitments in a timely and thorough manner, and taking due care in planning, supervising and delivering professional services.