

## Market Conduct Pillar Definitions

Conduct-related outcomes refers to insurance firms treating consumers fairly by:

- developing, marketing and selling products in a way that pays due regard to the interests and needs of customers;
- providing customers with information before, during and after the point of sale that is accurate, clear, and not misleading;
- minimising the risk of sales which are not appropriate to customers' interests;
- ensuring that any advice given is of a high quality;
- dealing with customer claims, complaints and disputes in a fair and timely manner; and
- protecting the privacy of information obtained from customers.

### ICP

### Standard

#### 19.1 Due skill, care and diligence

The supervisor requires insurers and intermediaries to act with due skill, care and diligence when dealing with customers.

#### 19.2 Policies and processes

The supervisor requires insurers and intermediaries to establish and implement policies and processes on the fair treatment of customers, as an integral part of their business culture.

#### 19.3 Conflicts of interest

The supervisor requires insurers and intermediaries to avoid or properly manage any potential conflicts of interest.

#### 19.4 Arrangements between insurers and intermediaries

The supervisor requires insurers and intermediaries to have arrangements in place in dealing with each other to ensure the fair treatment of customers.

#### 19.5 Product suitability

The supervisor requires insurers to take into account the interests of different types of consumers when developing and distributing insurance products.

#### 19.6 Sales and marketing

The supervisor requires insurers and intermediaries to promote products and services in a manner that is clear, fair and not misleading.

#### 19.7 Disclosure

The supervisor requires insurers and intermediaries to provide timely, clear and adequate pre-contractual and contractual information to customers.

19.8 Advice	<p>Where customers receive advice before concluding an insurance contract the supervisor requires that the advice provided by insurers and intermediaries takes into account the customer's disclosed circumstances.</p>
19.9 Servicing	<p>The supervisor requires insurers to:</p> <ul style="list-style-type: none"> <li>• service policies appropriately through to the point at which all obligations under the policy have been satisfied;</li> <li>• disclose to the policyholder information on any contractual changes during the life of the contract; and</li> <li>• disclose to the policyholder further relevant information depending on the type of insurance product.</li> </ul>
19.10 Claims	<p>The supervisor requires insurers to handle claims in a timely, fair and transparent manner.</p>
19.11 Complaints	<p>The supervisor requires insurers and intermediaries to handle complaints in a timely and fair manner.</p>
19.12 Data protection	<p>The supervisor requires insurers and intermediaries to have policies and procedures for the protection and use of information on customers.</p>