



Building a strong profession today, for tomorrow
The Canadian Institute of Financial Planners

Dear CIFPs Member:

As part of this year's membership renewal process, we are introducing our new Code of Conduct for members of The Canadian Institute of Financial Planners (CIFPs). The Code of Conduct outlines expectations of our members. As members of CIFPs, we are committed to providing our clients with the highest quality advice in full compliance with the law, meeting the highest ethical standards and representing our profession in a positive manner. Our Code of Conduct is affirmation of our commitment to these standards.

It is important that you take the time to read the code thoroughly since members of the Canadian Institute of Financial Planners will be bound by this code starting on January 1, 2014 at which time you agree to adhere to the rules set out in the attached Code of Conduct. If you choose not to adhere to the rules, please contact us immediately at 1-866-933-0233 ext 134 or via email at: cifps@cifps.ca

Sincerely,

A handwritten signature in black ink that reads "Carol Chow". The signature is fluid and cursive, with a long horizontal stroke at the end.

Carol Chow
Chair, CIFPs Member Conduct Committee



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The Canadian Institute of Financial Planners

All members shall maintain the highest standards of professional conduct whenever dealing with clients and the public. In addition, all members have obligations to the profession of financial planning and/or retirement planning and membership in the Canadian Institute of Financial Planners (CIFPs). The following outlines the principles of conduct for our members.

Code of Conduct

Conduct with Clients

Members shall act professionally and with the highest standard of care for their clients. The principles noted below apply in all client situations - regardless of the specific engagement or nature of the relationship.

Principle

Definition

Integrity

Members of the CIFPs must adhere to moral and ethical principles and not engage in any conduct that is unbecoming of a financial planning or retirement professional. Members shall act in a trustworthy manner.

Objectivity

Members of the CIFPs are expected to be objective in providing products and services to their clients. Members shall recommend the best suited products and services based on the need of the client.

Competence

Members of the CIFPs are expected to have the skills and knowledge necessary to provide advisory services. They shall only provide services and recommend products where they are qualified and/or licensed to do so. They shall seek the counsel of qualified individuals when appropriate. All services shall be provided in a timely manner.

Confidentiality

Members of the CIFPs have access to the private personal and financial information of their clients and shall protect, with adequate safeguards in place, the privacy of their clients by keeping all of their personal and financial information confidential at all times and free of discrimination.

Members shall never divulge any client information to any other parties without client consent except as required by law.

Members shall not use client's information for personal benefit.

Professionalism

Members of the CIFPs shall show diligence, respect, honesty and sound judgment in their work. They must remain objective and impartial, while doing their work thoroughly.

Members must make recommendations based on empirical evidence to the greatest extent possible, bearing in mind the balance of probabilities (both in regard to frequency and degree) associated with variable outcomes.

Diligence and Duty of Care

Members of the CIFPs shall exercise due diligence in the course of their work. They shall ensure that they have gathered sufficient information and knowledge to both advise clients and to make appropriate recommendations.

Best Interests

Members of the CIFPs shall act in the best interest of the client by putting the best interests of the client ahead of their own.

Conflicts of Interest

Members of the CIFPs shall avoid conflicts of interest as much as is reasonably possible. For unavoidable conflicts, members must fully disclose and document all real and perceived conflicts. These also must be fairly managed in the client's favour. Members must promptly disclose any relationship which might be construed as affecting the member's independence. Members must abstain from intervening in personal affairs of their clients that are unrelated to the client engagement.

Provision of Scope

Members must provide scope of services and must document and disclose any material changes of the engagement, circumstances and material information as changes arise.

Members shall, on a best efforts basis, garner all current and relevant information to be used.

Disclosure of Information & Compensation

Members of the CIFPs are required to disclose all material information. All assumptions and limitations are to be disclosed and/or disclaimed in writing. All facts are to be disclosed and all opinions disclaimed in writing.

Members of the CIFPs are required to disclose method and amount of compensation, agency or employment relations with any third party or parties. Members must provide information required by laws and regulations applicable to the relationship.

Improvement of Skills

Members of the CIFPs shall maintain and improve skills through continuing education and training, thereby ensuring that they are up to date with changes in legislation, the financial planning process and/or retirement planning and related matters and as required to maintain their professional qualifications, designations and/or licenses.

Professional Conduct

All members shall act in a manner that reflects positively on their profession and membership in CIFPs. The following are the general principles for professional conduct to which our members shall abide.

Principle

Definition

Positive Image and Reputation

Actions of CIFPs members must always reflect positively on other members, CIFPs and the profession of financial planning and/or retirement planning.

Members shall engage only in activities that would contribute and enhance the image of both their profession and CIFPs.

Members shall not denigrate another member, their firm or CIFPs and shall not bring their profession or CIFPs into disrepute.

Members shall not engage or associate in any activities which would detract from a positive image, including behaviours such as, but not limited to: fraud, misrepresentation, deceit and the making of false or misleading statements.

Members shall not speak or act in a manner that may lead another to believe they are officially representing CIFPs unless they have been authorized to do so by CIFPs.

Disclosure of Violations

Members of CIFPs must report knowledge of any violations of this Code to CIFPs.

Any member who is guilty of an infraction from any other organization, professional association or regulatory body maybe subject to additional review by CIFPs.

Compliance

Members of CIFPs shall comply with all applicable laws, by-laws and regulations of all governments or self-regulatory organizations where they reside and/or operate. Members shall also comply with all rules, laws and by-laws of other professional associations to which they belong.

Members shall make themselves aware of legal and regulatory requirements to operate in their jurisdiction and shall not engage in conduct involving fraud, deceit or misrepresentation.

Self-declaration

Affirmations

1. Have you or any business been convicted of a criminal offence related to your business activities?
(Yes / No)
2. Are you currently under an inquiry or investigation or have you been found guilty of any offense or another reason by any tribunal, court or self-regulatory body in the last 12 months?
(Yes / No)
3. Have you ever been convicted or made an offer or settlement in a civil proceeding pertaining to the misappropriation of funds, fraud and/or misrepresentation?
(Yes / No)

Acknowledgements

1. I have read and understand that, as a CIFPs member, I must fulfill my professional and ethical obligations as outlined in the CIFPs Code of Conduct.
2. I agree to notify the CIFPs immediately of any disciplinary proceeding or legal action initiated against me and of the disposition of such proceedings as soon as available.

Members who violate the CIFPs Code of Conduct may be subject to disciplinary action, and, any approval granted pursuant to this application may be terminated or suspended at any time by the CIFPs Board of Directors and the Committees thereof, in accordance with the applicable By-Laws, rulings, rules and regulations, Code of Conduct for CIFPs members.

Any application containing a false statement may result in the refusal or cancellation of any Membership. Moreover, if at any time a Member of the Canadian Institute of Financial Planners (CIFPs) is found to have made a false statement on the Application for Membership, that Member may be disciplined and/or dismissed from the CIFPs.