

THE SIX TREATING CUSTOMERS FAIRLY PRINCIPLES.

- Right culture: clients can be confident that they are dealing with a company where the fair treatment of clients is central to the corporate culture.
- Right targeting: products and services marketed and sold in the retail market are designed to meet the needs of identified client groups and are targeted accordingly.
- Right information: clients are provided with clear information and are kept appropriately informed before, during and after the point of sale.
- Right advice: where clients receive advice, the advice is suitable and takes into account their circumstances.
- Right delivery: clients are provided with products that perform as the company has led them to expect, and the associated service is both of an acceptable standard and as they have been led to expect.
- Right post-sale treatment: clients do not face unreasonable post-sale barriers when wanting to change product, switch provider, submit a claim or submit a complaint.