

The Business Standard for **Medical Insurance Services** is based on the FSA's Principles for Business:

Integrity: We will conduct our business with integrity.

Skill, care and diligence: We will conduct our business with due skill, care and diligence.

Management and control: We will take reasonable care to organise and control our affairs responsibly and effectively, with adequate risk management systems.

Financial prudence: We will maintain adequate financial resources.

Market conduct: We will observe proper standards of market conduct.

Customers' interests: We will always pay due regard to the interests of its customers and treat them fairly.

Communications with customers: We will pay due regard to the information needs of its customers, and communicate information to them in a way which is clear, fair and not misleading.

Conflicts of interest: We will manage conflicts of interest fairly, both between ourselves and our customers, and between one customer and another.

Customers' relationships of trust: We will take reasonable care to ensure the suitability of our advice and discretionary decisions for any customer who is entitled to rely upon our judgment.

Relations with regulators: We will deal with our regulators in an open and cooperative way, and will tell the FSA promptly anything relating to the firm of which the FSA would reasonably expect prompt notice.