

Principles of Good Business

1 Integrity	Must conduct its business with integrity.
2 Skill, care and diligence	Must conduct its business with due skill, care and diligence.
3 Management and control	Must take reasonable care to organise and control its affairs responsibly and effectively, with adequate risk management systems.
4 Financial prudence	Must maintain adequate financial resources.
5 Market conduct	Must observe proper standards of market conduct.
6 Customers' interests	Must pay due regard to the interests of its customers and treat them fairly.
7 Communications with clients	Must pay due regard to the information needs of its clients, and communicate information to them in a way which is clear, fair and not misleading.
8 Conflicts of interest	Must manage conflicts of interest fairly, both between itself and its customers and between a customer and another client.
9 Customers: relationships of trust	Must take reasonable care to ensure the suitability of its advice and discretionary decisions for any customer who is entitled to rely upon its judgment.
10 Clients' assets	Must arrange adequate protection for clients' assets when it is responsible for them.
11 Relations with regulators	Must deal with its regulators in an open and cooperative way, and must disclose appropriately anything relating to the firm which that regulator would reasonably expect notice of