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## **Code of Conduct for Licensed Insurance Brokers (English)**

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**Date:** 22 July 2024 (Monday)

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**Time:** 9:30am – 12:30pm

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### Course Outline

#### Part 1 – Ethics

A discussion of four disciplinary decisions of the Insurance Authority to bring out the importance of ethics in regulatory enforcement.

#### Part 2 - Code of Conduct for Licensed Insurance Brokers

Instead of going through the entire Code of Conduct as in previous sessions of this course, this will be a more in-depth analysis of specific Standards and Practices, illustrated with a lot of examples including the latest relevant cases of the Insurance Authority and sharing experience of cases handled by CIB. The case examples are taken out from both long-term and general insurance policies.

- Standard & Practice 1.1 Accurate representations, marketing materials
- Standard & Practice 2.1 Placing client's interest before all other considerations
- Standard & Practice 3.2 Handling of application and claim forms
- Standard & Practice 3.3 Carrying out client's instructions
- Standard & Practice 3.4 Protecting client's information
- Standard & Practice 3.7 Assistance in relation to insurance claims
- Standard & Practice 5.1 Timing of disclosure, business cards
- Standard & Practice 5.2 Unauthorized insurer
- Standard & Practice 5.3 Disclosure of material facts
- Standard & Practice 5.5 Referral business
- Standard & Practice 6.1: Suitability assessment
- Standard & Practice 7.1 Remuneration disclosure
- Standard & Practice 8.1 Handling of client's assets

#### Conclusion - Enforcement Roadmap

- Policy renewal, cross border solicitation

### Speaker

#### **Ms. Yvonne Lam, LLB (Hons)**

Ms. Yvonne Lam is a practising solicitor admitted in Hong Kong and has joined CIB since 2014. She previously oversaw the investigation and prosecution of CIB's disciplinary process. With the completion of its self-regulatory functions of CIB in 2019, Yvonne has focused on compliance and professional development. She has contributed to the publication of the Compliance Manual and CIB Bulletins. She also manages CIB Helpdesk to answer enquiries on compliance matters. Yvonne has delivered numerous CPD seminars on the Code of Conduct, financial requirements and Insurance Authority's guidelines. Her specialty is on ethics.