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Guidance: Conduct of Insurance Business and Fair Treatment of Customers

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In September 2018, the Canadian Council of Insurance Regulators (CCIR) and the Canadian Insurances Services Regulatory Organization (CISRO) jointly published **Guidance: Conduct of Insurance Business and Fair Treatment of Consumers**. The document may be found on the CCIR website at:

https://www.ccir-ccrra.org/Papers_Reports

The Guidance was developed to align with the International Association of Insurance Supervisors (IAIS) Insurance Core Principles. This is vital in satisfying the International Monetary Fund that Canada maintains a stable financial sector. As a member of the CCIR, the province's Office of the Superintendent of Insurance participated in the development of the Guidance.

The IAIS core principles set requirements for the conduct of the business of insurance that ensures customers are treated fairly. The Guidance establishes that the fair treatment of customers is integral to sound market conduct practices, and fundamental to the reputation of insurance industry participants and consumer confidence in the financial system.

It is the expectation of our Office that insurance licensee's (insurers and intermediaries) will adopt the principles as outlined in the Guidance and ensure that measures are in place to abide by them. These expectations span the licensee's conduct throughout all stages of the life cycle of the product, including design, sales practices, servicing and claims settlement.

Most, if not all of the expectations, are already contained in existing legislation or are part of accepted industry best practices.

Our Office expects licensees to adopt the Guideline based on the nature, scope and size of their respective businesses. Licensees can assess their current practices against the Guideline, and develop plans to address any gaps.