



# Financial advice you can trust

[www.thepfs.org](http://www.thepfs.org)

**Personal Finance Society**  
Standards | Professionalism | Trust



# The Personal Finance Society

The Personal Finance Society is the UK's leading professional body for financial planners and those in related roles. With over 36,000 members, it encourages the highest standards of professionalism by setting standards for technical knowledge, ethical practice and professional development.

The Personal Finance Society is uniquely placed to support consumer demands for trusted and professional financial advice. It works with the regulator and Government to help shape the future environment within which professional financial advice is given.

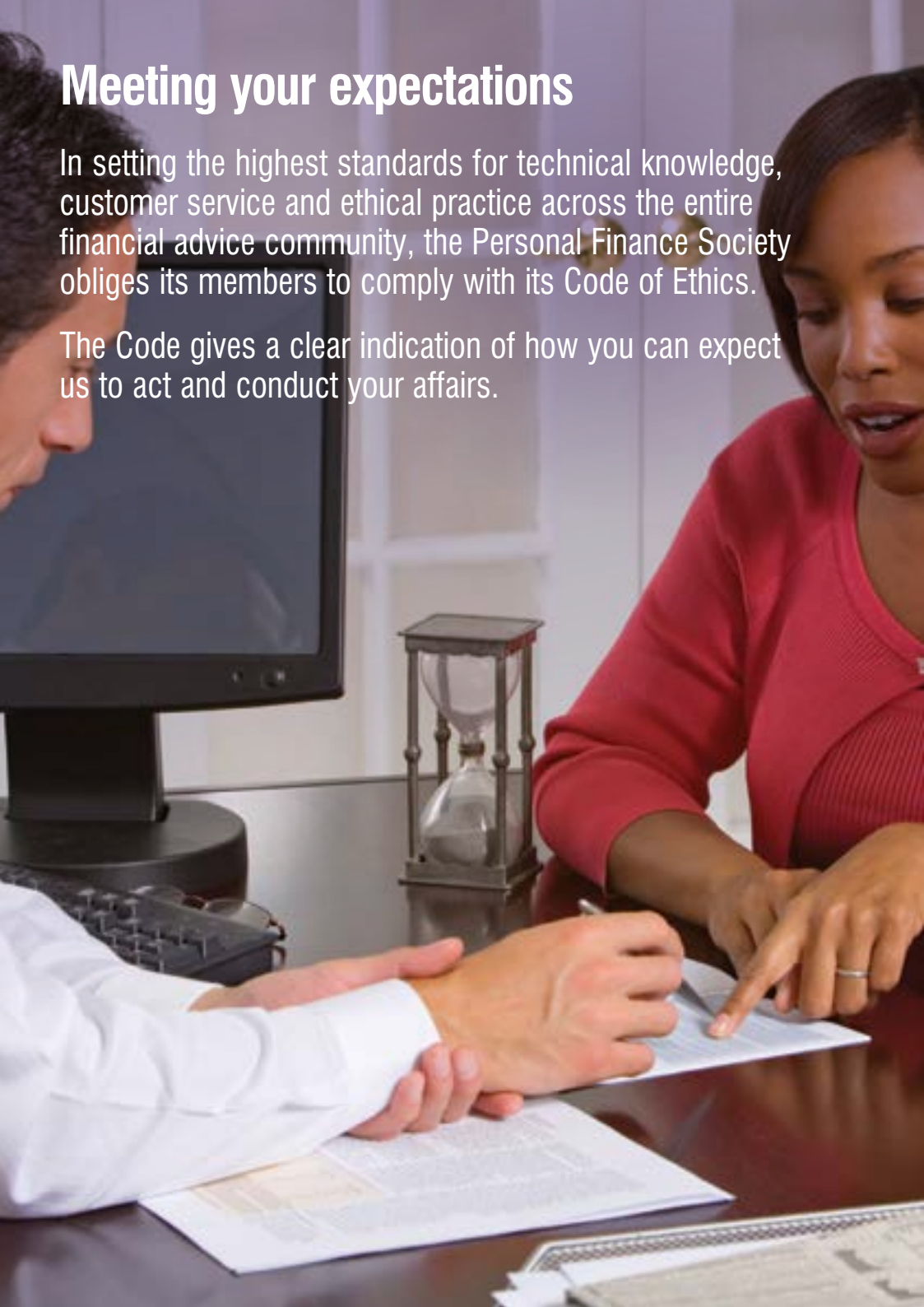
The Personal Finance Society is part of the Chartered Insurance Institute group (CII), the world's leading provider of professional training, qualifications and thought leadership to the insurance and financial planning profession. The CII has been at the forefront of setting professional standards for over a century and now has over 120,000 members or affiliates in over 150 countries.

Both the Personal Finance Society and the CII are focused on engendering public confidence and trust in the financial planning profession by setting standards and increasing professionalism.

# Meeting your expectations

In setting the highest standards for technical knowledge, customer service and ethical practice across the entire financial advice community, the Personal Finance Society obliges its members to comply with its Code of Ethics.

The Code gives a clear indication of how you can expect us to act and conduct your affairs.



# Duties of membership

The Personal Finance Society makes specific demands on its members in relation to you and the wider community. These demands can be summarised as follows:

## Protecting your interests

Our ethical code helps ensure that all of our members act in the best interests of their clients, of the Personal Finance Society and their profession.

## The Code and You

Members of the Personal Finance Society are required to earn and maintain the trust of clients at all times; always acting skillfully, carefully, diligently and lawfully. So when it comes to meeting your financial needs, you can look forward to receiving appropriate advice, complete with the relevant information and documentation.

You have every right to expect that such advice will help protect your interests. Their advice will also be within the limits of their personal competencies and within the limits of the authorisation you've given.

Additionally, you can expect your adviser to avoid any conflict of interest – whether that's between you and them, or between you and another party – and rely upon advisers to step aside if such conflicts can't be resolved.

## Our relationship with regulators and the law

As you'd expect, Personal Finance Society members are obliged to operate within the law, as well as in the spirit of it, without fail. This includes all of their dealings with you, as well as the way they run their business. And should the regulator make any requirements of Personal Finance Society members, the Personal Finance Society are to be open, transparent and co-operative.

## Playing a part in the community

The Personal Finance Society expects its professionals to advance the reputation of financial services in the way they behave. This not only involves relationships with clients, it also includes respecting environmental concerns and related issues. Practising such conscientiousness means that you can expect to consider members as trustworthy individuals, making a positive contribution to society and the communities in which we live and work.

## Statement of Professional Standing

Since January 2013 financial advisers are required to evidence their adherence to a code of ethics through a valid Statement of Professional Standing. This Statement also confirms that an adviser is professionally qualified and commits to continually update their knowledge (continuing professional development).

## That's reassuring

Your financial adviser has given you this leaflet to confirm that he or she is a member of the Personal Finance Society, the UK's professional body for financial advisers.

The Personal Finance Society sets standards of knowledge, professional development and ethical behaviour to help protect consumers. You can be reassured therefore that your adviser is associated with the highest standards of professionalism.

You can confirm your adviser's membership and qualification by visiting [www.thepfs.org/membersearch](http://www.thepfs.org/membersearch)



# You can rely on your financial adviser to be trustworthy. They will put your interests above those of others.

## Complaints

Your financial adviser aims to provide you with the highest standards of service. If for any reason you do have a concern or wish to make a complaint please let your adviser or the firm they work for know. Any complaint or grievance will be taken seriously. Firms regulated by the Financial Conduct Authority (FCA) must have a written complaints procedure, which will detail who to write to, when you should expect a response, and your options if you are still not happy with the final outcome. An address to refer your complaint for independent and impartial advice, such as the Financial Ombudsman Service, will be given.

Additionally, complaints about the conduct of a Personal Finance Society member should be brought to our attention so that we can consider disciplinary action. Please visit [www.cii.co.uk/complaints](http://www.cii.co.uk/complaints) in the first instance, or write to:

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Chartered Insurance Institute  
20 Aldermanbury  
London  
EC2V 7HY

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 PFS President's Think Tank

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