



---

Financial Planning Standards Board India  
702, Leela Business Park, Andheri-Kurla Road, Andheri (E), Mumbai – 400059  
Phone: 022 – 61712424, Fax: 022 – 61712444  
Email: [info@fpsbindia.org](mailto:info@fpsbindia.org); Website: [www.fpsbindia.org](http://www.fpsbindia.org)

---

---

# Code of Ethics and Professional Responsibility

---

---



**Financial Planning's Highest Global Standard**

## **FPSB India's Financial Planner Code of Ethics and Professional Responsibility**

By adhering to ethical standards, Financial Planning professionals agree to provide Financial Planning in the interests of clients and with the highest ethical and professional standards, and agree to uphold and promote the interests of the Financial Planning profession for the benefit of society. Such ethical standards have been developed and promulgated by FPSB India in line with global ethical and professional standards.

As part of their professional commitment, Financial Planning professionals should provide appropriate disclosures and agree to be bound by ethical standards when delivering Financial Planning services to clients. FPSB India expects that meeting of a globally accepted set of ethical standards by the Financial Planning professionals will benefit their clients.

### **Format of the Code of Ethics and Professional Responsibility**

FPSB India's Ethical Principles are statements expressing in general terms the ethical standards that Financial Planning professionals should adhere to in their professional activities; the comments following each Principle further explain the intent of the Principle. The Principles are aspirational and are intended to provide guidance for Financial Planning professionals on appropriate and acceptable professional behavior.

### **Applicability of Code of Ethics and Professional Responsibility**

FPSB India's Ethical Standards reflect Financial Planning professionals' recognition of their responsibilities to the public, clients, colleagues and employers. The Principles guide the performance and activities of anyone involved in the practice of Financial Planning; however the concept and intent of these Principles are adapted and enforced on CFP<sup>CM</sup> professionals by FPSB India.

# Code of Ethics

## Introduction

FPSB India adopted the Code of Ethics to establish the highest principles and standards. These Principles are general statements expressing the ethical and professional ideals CFP<sup>CM</sup> Certificants are expected to display in their professional activities. As such, the Principles are aspirational in character and provide a source of guidance for Certificants. The Principles form the basis of FPSB India's Model Rules of Conduct, Practice Guidelines and Disciplinary Rules and these together reflect FPSB India's recognition of Certificants' responsibilities to the public, clients, colleagues and employers.

## Code of Ethic 1 – Client First

### Place the client's interests first

Placing the client's interests first is a hallmark of professionalism, requiring the Financial Planning professional to act honestly and not place personal gain or advantage before the client's interests.

## Code of Ethic 2 - Integrity

### Provide professional services with integrity

Integrity requires honesty and candor in all professional matters. Financial Planning professionals are placed in positions of trust by clients, and the ultimate source of that trust is the Financial Planning professional's personal integrity. Allowance can be made for legitimate differences of opinion, but integrity cannot co-exist with deceit or subordination of one's principles. Integrity requires the Financial Planning professional to observe both the letter and the spirit of the Code of Ethics.

## Code of Ethic 3 - Objectivity

### Provide professional services objectively

Objectivity requires intellectual honesty and impartiality. Regardless of the services delivered or the capacity in which a Financial Planning professional functions, objectivity requires Financial Planning professionals to ensure the integrity of their work, manage conflicts and exercise sound professional judgment.

## Code of Ethic 4 - Fairness

### Be fair and reasonable in all professional relationships. Disclose and manage conflicts of interest

Fairness requires providing clients what they are due, owed or should expect from a professional relationship, and includes honesty and disclosure of material conflicts of interest. It involves managing one's own feelings, prejudices and desires to achieve a proper balance of interests. Fairness is treating others in the same manner that you would want to be treated.

## **Code of Ethic 5 – Professionalism**

### **Act in a manner that demonstrates exemplary professional conduct**

Professionalism requires behaving with dignity and showing respect and courtesy to clients, fellow professionals, and others in business-related activities, and complying with appropriate rules, regulations and professional requirements. Professionalism requires the Financial Planning professional, individually and in cooperation with peers, to enhance and maintain the profession's public image and its ability to serve the public interest.

## **Code of Ethic 6 - Competence**

### **Maintain the abilities, skills and knowledge necessary to provide professional services competently**

Competence requires attaining and maintaining an adequate level of abilities, skills and knowledge in the provision of professional services. Competence also includes the wisdom to recognize one's own limitations and when consultation with other professionals is appropriate or referral to other professionals necessary. Competence requires the Financial Planning professional to make a continuing commitment to learning and professional improvement.

## **Code of Ethic 7 - Confidentiality**

### **Protect the confidentiality of all client information**

Confidentiality requires client information to be protected and maintained in such a manner that allows access only to those who are authorized. A relationship of trust and confidence with the client can only be built on the understanding that the client's information will not be disclosed inappropriately.

## **Code of Ethic 8 - Diligence**

### **Provide professional services diligently**

Diligence requires fulfilling professional commitments in a timely and thorough manner, and taking due care in planning, supervising and delivering professional services.