

Code of Professional Conduct

As a condition of membership in Advocis,
all members agree to abide by the Advocis/CLU Institute Code of Professional Conduct (CPC).*

1. *An Advocis Member shall* act with integrity.
2. *An Advocis Member shall* act competently.
3. *An Advocis Member shall* act diligently.
4. *An Advocis Member shall* not disclose any confidential information without expressed consent.
5. *An Advocis Member shall* act in a client's best interests.
6. *An Advocis Member shall* disclose any conflict of interest in providing products and services.
7. *An Advocis Member shall* act in a manner that reflects positively upon all other Advocis Members.
8. *An Advocis Member shall* respect and protect the privacy of others.
9. *An Advocis Member shall* act in accordance with the spirit and the letter of the law.

The CPC is part of an overall framework that includes
Practice Standards, Best Practices Applications, and Disciplinary Procedures.

** Advocis Members who are authorized to hold the Certified Financial Planner (CFP®) designation are governed in the first instance by the Code of Ethics adopted by the Financial Planners Standards Council.*

