



Community Services
PO Box 2703, Whitehorse, Yukon Y1A 2C6

TITLE: Fair Treatment of Customers Guidance
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A Fair Treatment of Customers Guidance document (the Guidance) was published jointly by the Canadian Council of Insurance Regulators (CCIR) and the Canadian Insurance Service Regulatory Organizations (CISRO) September 27, 2018. Yukon Government is an active member of both CCIR and CISRO and participated in the development of this document.

The Guidance aligns with the International Association of Insurance Supervisors (IAIS) Insurance Core Principles 19 (ICP 19). The IAIS core principles set requirements for the conduct of the business of insurance that ensures customers are treated fairly. The Guidance ensures a common understanding between the Office of the Superintendent of Insurance and its licencees regarding what it means to treat consumers fairly throughout the life cycle of a financial product. The guidance addresses all insurance activities by marketplace participants which include insurers and intermediaries.

Under Section 249 of the Yukon *Insurance Act*, The Office of the Superintendent of Insurance expects insurers and intermediaries to adopt the principles and implement policy and procedures that apply the Guidance.

Yukon Government is under a memorandum of understanding to participate jointly with CCIR members in collaborative supervision of market conduct. In the future, when companies are selected for audit or review they will be subject to the test of these guidance principles.

Any questions regarding the contents of this bulletin may be directed to Professional Licensing and Regulatory Affairs at 867-667-5111 or e-mail to insurance.plra@gov.yk.ca.

<https://www.ccir-ccrra.org/Documents/View/3450>

A handwritten signature in black ink, appearing to read "Nancy Meagher".

Nancy Meagher
Superintendent of Insurance