

## CODE OF ETHICS

### Introduction

Jelf Beaumonts is fully committed to maintaining the highest standard of professional and ethical behaviours in the insurance industry.

This is why we have developed and regularly review our Code of Ethics to ensure that we take into account the demands of modern day governance, and the professionalism required by the regulators, across the insurance sector. Such governance and professionalism is entirely what our Clients demand and are entitled to expect.

In the interests of our Clients, our Service Partners, and our Staff, this Code is binding upon all our Staff who are customer facing and/or engaged in regulated insurance activity.

At Jelf Beaumonts we strive to “Deliver the Exceptional” to all our Clients, including corporate, SME businesses and private individuals. This embraces the following Core Values:-

- Treating all our Clients fairly, and ensuring we put their needs and interests at the heart of our business.
- Providing all our Clients with clear information at all stages, and individual tailored solutions to suit their insurance and risk management needs.
- Providing all our Clients with clear advice on insurance and risk management issues.
- Ensuring that all our Clients are provided with the promised and expected level of service and support in all pre, during and post-sale activity.
- Acting at all times with integrity and professionalism, transparency and openness, and the pursuit of quality and exceptional service delivery.

Our Code of Ethics supports and embraces the Five Core principles of the CII Code of Ethics, which applies to all CII members and must be followed in the course of professional duties:-

1. Comply with the Code and all relevant laws and regulations.
2. Act with the highest ethical standards and integrity.
3. Act in the best interests of each client.
4. Provide a high standard of service.
5. Treat people fairly, regardless of:
  - a. Race or racial group;
  - b. Sex or sexual orientation;
  - c. Religion or belief;
  - d. Age; and
  - e. Disability.

Our Code of Ethics is championed by the Board of Directors, who lead by example, providing the right environment to foster ethical conduct throughout the business, and in our dealings with others.

We fully endorse the Code and demand that its standards are maintained by all involved in our organisation.

Beaumonts Insurance Brokers Ltd  
Simon Bland ACII  
Managing Director  
Chartered Insurance Broker

Beaumonts (Leeds) Ltd  
Gary Proctor  
Managing Director