

CCIR

PRINCIPLES FOR CONSUMER PROTECTION

Canadian
Council of
Insurance
Regulators

Conseil
canadien
des responsables
de la réglementation
d'assurance

June 9, 2000

PRINCIPLES FOR CONSUMER PROTECTION

The Canadian Council of Insurance Regulators co-ordinates the development of harmonized insurance regulation and policy, and works co-operatively with other financial services regulators to enhance consumer protection. The purpose of these Consumer Protection Principles is to provide one generic, high level standard which forms the basis for CCIR's projects in consumer protection. It will also provide a benchmark against which to measure its consumer protection initiatives.

Disclosure

Consumers can expect

- to be fully informed when they are making decisions about purchasing insurance, including with whom they are entering a contract.
- full, true and plain disclosure about products and services.
- contracts that are written in clear, direct language.

Educated and Ethical Intermediaries

Consumers can expect

- information concerning who is accountable for the seller's actions in a sales transaction.
- intermediaries who have exceeded a significant minimum standard of proficiency.
- intermediaries who are committed to maintaining their knowledge and skills through continuing education.
- intermediaries and insurers who demonstrate consistent professional standards of business practice, integrity and ethical conduct.

Consumer Education

Consumers can expect

- to be provided with sufficient information that is clear and easily accessible, which helps them to become more knowledgeable about their insurance coverage.

Consumer Remedies

Consumers can expect

- protection from misleading or dishonest sales practices.

- easily accessible information on how to seek a remedy, including redress, for problems arising out of interactions with insurers or intermediaries.
- to have problems addressed quickly and inexpensively in a neutral and balanced manner.

Effective Regulators

Consumers can expect

- fair and effective regulators who will investigate complaints and stop unethical or illegal behaviour and unconscionable practices among insurers and intermediaries.
- regulators who, when requested, will inform them of options to remedy a wrong or loss, or to seek redress.
- privacy of their personal information.
- a regulatory system that fosters a stable and solvent industry.