



Chartered
Insurance
Institute

Standards. Professionalism. Trust.

Ethics and Compliance (Personal Finance)

Learning
resources
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About Ethics and Compliance

Acts with integrity, impartiality and independence, demonstrates principled behaviour, adheres to organisational and professional standards and manages risk.

This section outlines the Ethics and Compliance competency standards for each of the four professional bands, together with links to relevant CPD learning, qualification units and other learning to help you prioritise and access your skills development.

The bands

The Professional Map is structured into 4 bands of experience, each describing the different level of impact professionals have in the work they do.

	Band 1	Band 2	Band 3	Band 4
Typical job roles	Front line staff, administrative and entry level roles	First line managers, team leaders, regulated and specialist roles	Middle managers, and senior technical roles	Senior leaders and business owners
Nature of work	Tactical, focusing on the day to day	Operational, with some complexity	Complex, with challenging requirements	Strategic, with a significant level of complexity and challenge
Sphere of influence	Line manager, immediate colleagues and customers/clients	Managers, colleagues, customers/clients and external professionals	Wider range of stakeholders, both internal and external	Senior stakeholders from across the profession, customers, suppliers and regulators
Focus of activity	Deliver immediate and short-term outcomes	Directly create short-term value, contribute to longer-term value	Create medium to long-term value	Create long-term value
Focus of thinking	Gather and use information	Contribute to the thinking and analysis of information	Critically question information and evaluate it to make informed judgements and decisions	Develop evidence-based thinking, using qualitative and quantitative data to shape the future activity
Focus of knowledge	Knowledge of the principles of personal finance	Broad understanding of personal finance practice	Deeper understanding of the concepts of personal finance, with specialism in a functional area	Deep technical knowledge in an area, or an excellent understanding of the broader environment
Where time is spent	Customer/client services, providing information, handling data, following procedures	Issue identification, analysis and evaluation, proposal and delivery of solutions to agreed standards, and within agreed limits	Understanding the wider business context and risk, bringing strands of activity together, innovating	Developing strategies and plans, making complex judgements, considering the organisation and sector position
Breadth of focus	Team	Department	Area or responsibility/Organisation	Organisation/Profession/Wider society

Band 1

Competency standards

- I know, understand and act in compliance with my organisation's policies, guidelines and processes
- I fulfil the responsibilities of my role as instructed and work within the limits of my authority
- I am aware of, and comply with, the compliance procedures I am expected to adhere to, including my organisation's protection of data, conflict of interest and complaint processes
- I know the content of the CII Code of Ethics and work within it
- I understand the consequences of ethical and unethical conduct
- I am able to explain conflicts of interest and the potential consequences for a customer
- I am aware of my organisation's speak up/whistleblowing policy and procedures and raise concerns when appropriate

Band 1 learning resources

Member CPD	Assess corporate e-learning*	Training and courses	Qualification units
	Ethics, Corporate Governance and Internal Controls General Data Protection Managing Conflicts of Interest Complaints Handling Code of Ethics Whistleblowing with Confidence	For more details on CII Training, please visit our website: www.cii.co.uk/learning/training/	

*Content held on the Assess platform is available to those with a corporate licence. Click on the links to find out more about the features and benefits of a corporate Assess licence or request a free trial.

Band 2

Competency standards

- I understand, and work within, the ethical, legal and regulatory duties and know how these relate to my role and the organisation
- I understand and work within the regulatory and legislative requirements in place for my specific role and in my local jurisdiction
- I comply with my organisation's compliance procedures, including complaint handling, anti-money laundering and handling client money
- I know the content of the CII Code of Ethics and apply it consistently in practice
- I understand that decisions I make will impact all kinds of stakeholders, and am mindful of the consequences of my actions
- I recognise when I have a conflict of interest and draw it to the attention of the necessary people
- I am aware of the importance of speaking up/whistleblowing, and understand how raising concerns leads to improved working practices

Band 2 learning resources

Member CPD	Assess corporate e-learning*	Training and courses	Qualification units
Summary of comment and guidance for insurance and financial planning professionals about the war in Ukraine	Governance, Risk and Compliance Fundamentals Managing Conflicts of Interest	EDII – Digital Minds For more details on CII Training, please visit our website: www.cii.co.uk/learning/training/	

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Band 3

Competency standards

- I monitor changes in legislation and regulation and respond to these changes to ensure ongoing compliance
- I am aware of and fulfil my supervisory requirements as outlined by regulation and legislation, and help others to understand the regulatory requirements relevant to their roles
- I consider whether the compliance arrangements in my area are effective and, if not, take measures to ensure they are adhered to
- I role model the behaviours laid out in the CII Code of Ethics so that others may understand it
- I am aware of the potential vulnerable circumstances of customers which may impact decision making, and I take appropriate action
- I am confident in both raising and receiving concerns, and know how to appropriately escalate issues
- I promote and encourage the use of the organisation's speak up/whistleblowing policy and procedures

Band 3 learning resources

Member CPD	Assess corporate e-learning*	Training and courses	Qualification units
A new consumer duty, a new paradigm	Governance, Risk and Compliance	Dive In Festival	Supervision in a regulated environment (J07)
Supporting bereaved clients	Managing the customer	For more details on CII Training, please visit our website: www.cii.co.uk/learning/training/	
Tricky Situations and avoiding adviser pitfalls	Conduct		

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Band 4

Competency standards

- I contextualise, maintain and communicate relevant legislation and regulation at all levels of the business
- I analyse the impact on employees and business processes of changes to regulatory bodies, regulatory rules and guidelines
- I ensure that all employees are aware of the legal, regulatory and compliance requirements and that processes and procedures are in place to manage any breaches
- I proactively use CII Code of Ethics as a tool to drive ethical behaviour in my organisation and the profession
- I identify behaviours that do not meet ethical or regulatory standards and implement changes to ensure the highest professional standards are in operation
- I ensure that policies and procedures within the business are not discriminatory
- I ensure that the business has an effective and well-functioning speak up/whistleblowing culture, where staff are not afraid to raise concerns, and no one is victimised or disadvantaged as a result of speaking up

Band 4 learning resources

Member CPD	Assess corporate e-learning *	Training and courses	Qualification units
Learning from Leadership Dilemmas		Dive In Festival For more details on CII Training, please visit our website: www.cii.co.uk/learning/training/	Supervision in a regulated environment (J07) Senior management and supervision (AF6)

*Content held on the Assess platform is available to those with a corporate licence. Click on the links to find out more about the features and benefits of a corporate Assess licence or request a free trial.

Member CPD

Here you will find links to Member CPD available related to this competency.

Webinar: [A new consumer duty, a new paradigm](#)

Webinar: [Learning from Leadership Dilemmas](#)

News article: [Summary of comment and guidance for insurance and financial planning professionals about the war in Ukraine](#)

Webinar: [Supporting bereaved clients](#)

Webinar: [Tricky Situations and avoiding adviser pitfalls](#)

Assess is the Corporate Learning Management System from CII, including hundreds of digital learning units on technical insurance, regulatory and compliance content, together with a wide range of wider business skills.

If you already have an Assess licence through your employer, you should be able to access the following modules relevant to this competency.

If your organisation does not have an Assess licence and would be interested in acquiring one, you can sign up for a free trial here:
ciigroup.wufoo.com/forms/k17wqe99089pcpi/

Here you will find Assess corporate e-learning listed under the Learning by bands section in one place.

Governance, Risk and Compliance

[Governance, Risk and Compliance](#)

Conduct

[Managing Conflicts of Interest](#)

[Whistleblowing with Confidence](#)

Fundamentals

[General Data Protection](#)

Regulation and Ethics

[Code of Ethics](#)

Training and courses

The diversity of our course programme and breadth of corporate services makes us a one stop-shop training provider. We work in partnership with employers to develop relevant and cost-effective training solutions that are driven by business needs and deliver lasting results.

CII Training

For more details on CII Training, please visit our website:

www.cii.co.uk/learning/training/

CII Accredited third party training

[Dive In Festival](#)

[EDII – Digital Minds](#)

Here you will find all Qualification units listed under the Learning by bands section in one place.

If you are a current member you can also view non-printable PDFs of each study text here:

www.cii.co.uk/learning/support/cii-study-texts (PIN required to login).

Advanced Diploma in Financial Planning

Senior management and supervision (AF6): <https://www.cii.co.uk/learning/qualifications/unit-af6/>

Diploma in Financial Planning

Supervision in a regulated environment (J07): <https://www.cii.co.uk/learning/qualifications/unit-j07>