

## **CODE OF ETHICS**

### **INVEST ASSURED FINANCIAL PLANNING (PTY) LTD,**

**AIM** - To ensure that this code remains simple to all people needing to interact with our company.

**AREA** - The code is intended for invest-Assured Financial Planning (Pty) Ltd in South Africa.

**APPLICABLE** - To all Directors, employees of Invest - Assured Financial Planning.

### **IMPORTANT PHILOSOPHY**

#### **MORAL SOUNDNESS**

To be virtuous, honest, truthful and upstanding in our interactions with all people.

The Philosophy is backed up by the following:

#### **QUALIFIED**

To improve our abilities to be more knowledgeable.

#### **TEAMWORK**

To share ideas, information, skills and resources to achieve company goals.

#### **DEDICATION**

To be dedicated to our specific occupation, clients and service providers.

### **OUR WAY OF DEALING WITH BUSINESS ETHICS.**

- a.) We will work according to fair business practices and abide by the laws governing the state, business and other associated bodies.
- b.) We will behave , act in good faith characterized by honesty, trustworthiness and reliability.
- c.) We will look forward to the same ethical standards from those with whom we deal.
- d.) we will receive fair fees which will not go beyond the industries boundaries and will be fair exchange of satisfied needs.

e.) We will not expect any favours from our service providers for business and nor should they expect from us.

f.) We will follow and adhere to professional bodies codes of ethics that we align ourselves, provided that it does not conflict but enhance our own code of ethics.

g.) We will not tolerate any form of fraud, corruption and other forms of criminal acts in our business.

### **OUR MORAL AND PROMISE TO ALL**

1. Abide by the laws of the land.
2. Abide by the rules of the regulator bodies in our industries.
3. Treat all with respect, courtesy and fairness.
4. Keep client information confidential.
5. Abide by contracts and agreements entered into.
6. Communicate with all effectively and regularly.
7. Build sound relationships for the long term.
8. Uphold good corporate governance, i.e. good operating systems, security protection and zero tolerance.
9. Provide training to staff to be professional.
10. Pay staff fairly and promptly.
11. Not to judge staff indiscriminately.
12. Create secure conditions for employment.
13. Not to use false advertising or marketing.
14. Honour financial commitments promptly without defaulting.

### **DISPUTES AND SOLUTIONS**

Unethical conduct will be treated with the greatest degree of urgency and firmness.