

# The BIBA Code of Conduct

Principle	Description
1. Abide by all relevant laws, principles and regulations.	Understanding and ensuring we comply with regulatory principles and work within the law.
2. Act with integrity and honesty.	We should conduct ourselves in a fair, reliable, trustworthy and respectful manner with all our stakeholders.
3. Act in the best interests of each client.	We have a duty to act in a manner which pays due regard to the best interests of each client and ensure decisions and recommendations are based on a clear understanding of their needs, priorities, concerns and circumstances.
4. Act with skill, care and diligence.	We act at all times with high levels of skill, care and diligence.