

Code of Conduct

Being a member of the Insurance Business Group, Dubai Chamber of Commerce and Industry we follow the code of conduct approved by the IBG.

- Act in accordance with proper insurance practices as professed by the industry's best established standards and maintain the highest level of reliability and integrity.
- Act in fairness and utmost good faith in dealings with consumers of insurance, associates, competitors, service providers and other related parties.
- Must not disclose information acquired from customers in the course of business without prior written consent, or where there is legal or professional duty to disclose, and must not use such information for personal advantage.
- Must comply with the Laws of U.A.E. and operate within the spirit of these laws.
- Foster and encourage research, customize or introduce new product that responds to the insurance consumers needs and embrace the diversified economic development of the country.
- Advertisements, public announcements and other promotional mediums shall be truthful and free from misleading or deceptive material.
- Members must honour the contractual and legal relationship which exist between themselves whether Insurers, Agents, Brokers, Adjusters, Surveyors or other providers.
- Must not seek to secure business by any unethical manner which would adversely affect the interest of consumers or the image of the industry.
- Brokers, Adjusters, Consultants, Actuaries & Claims Administrators must collectively or individually adhere to the standard codes of practice and project high caliber of professional conduct in their relationships with the insuring public, insurance companies, fellow members and industry as a whole.
- Seek to earn and maintain the trust of their customers by giving priority and consideration to their interests and by acting with due skill and within the limits of professional competence.
- Shall not offer or receive any improper financial or other inducement to secure business, nor engage in any act that could entail questionable personal gain.

- Brokers shall state their terms of business to clients without ambiguity and strive to safeguard the interest of their clients and provide them with proper professional advice in transparent and honest manner.
- Adjusters, Surveyors and Claims Administrators must be independent, objective, impartial and free of conflict of interest in the performance of their professional duties.
- Members of IBG shall collectively or individually endeavour to improve the standard of products and services, improve the competence of their employees, and contribute to the spread and reinforcement of consumer awareness.
- Members of IBG will observe at all times their social responsibility and contribute to clean environment and safe work place.