



Treating Customers

Fairly Policy

Introduction

The directors and staff of National Friendly recognise that the Financial Conduct Authority's initiative of Treating Customers Fairly (TCF) is of fundamental importance in driving up standards in the financial services sector and in line with our long-standing principles we fully support its aims.

To demonstrate our commitment to TCF we will:

- Ensure that fair treatment of customers is central to the Society's culture and values.
- Design and market products that meet our customers' needs and perform as we have led them to expect.
- Provide customers with clear information and keep them appropriately informed before during and after point of sale.
- Where advice is given, ensure that it is suitable and addresses the customer's needs.
- Not use incentives for staff that reward behaviours that are inconsistent with the principles of TCF.
- Maintain service levels and processes that support customers who need to make a claim or complaint.
- Not create unreasonable barriers for customers to change product or switch provider.
- Have in place internal controls to monitor our achievement of the principles of TCF.

Product Design and Disclosure

We will design products and services that meet the needs of new & existing customers and are not liable to cause unfairness, for example through hidden penalties. TCF considerations will be a key element of our product design and development and will encompass such matters as the way in which the product is to be marketed and the customer's ability to understand the product.

We will regularly review the features and performance of our own products and keep informed of changes in the industry. We will seek customer feedback through regular communications with members, such as focus group feedback.

We will provide clear explanations of products and avoid the use of jargon wherever possible. Where jargon is unavoidable, suitable explanation will be provided. We will support distributors' understanding of our products through on-going communications and training.

We will always communicate any changes that may impact your policy well in advance.

Advertising and Promotion

We will have in place suitable procedures and records for approving and issuing financial promotions and advertising material that support regulatory needs and the principles of TCF.

We will ensure that all promotions and advertising material is drafted in a manner that is intended to be clear, fair and not misleading to the intended recipients.

We will provide customers with relevant communications in connection with the products they hold with us in order to keep them appropriately informed.

Advice and Recommendations

Where advice is given, we will:

- Provide the customer with clear information about those areas of advice, products and services that we offer, including any fees and costs that they may incur.
- Ensure we understand the customer requirements, preferences and circumstances before we make any recommendations.
- Always provide the customer with clarification in the event that something is unclear.

Our approach to Customer Service

We will ensure that TCF values are understood and supported by all staff and encourage them to implement TCF principles in their day to day activities. We will ensure that staff attain and maintain competence in what they do through on-going training, supervision and regular review processes. All staff inductions and training will include an understanding of TCF. The staff incentives and performance framework throughout the business will be transparent; it will recognise quality and will not reward behaviours that are inconsistent with the principles of TCF.

We will have in place service level agreements to support good customer service, claims and complaints handling. Claims and complaint processes are clear and easy to understand and will not create barriers for customers needing to use these services. Customer surveys and analysis of complaints will be used to identify areas we can act on to improve the level of service we provide. We will ensure that a structure is in place that looks after the interests of both our with-profit policy holders and other customers.

With regards to engaging with 3rd parties, we will satisfy ourselves of their commitment to TCF.

To request a copy in Braille, large print or audio please call us on:



0800 195 9244

free from most UK landlines

0333 014 6244

local rate from UK landlines and mobiles. Also included in free call packages.

Lines are open 8am – 6pm weekdays.

Calls are recorded for quality purposes.

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For further information on National Friendly



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