



Code of Conduct and Ethics

PREMISE

This document is a regulation that commits the Financial Educator AIEF as professional financial advice to individuals and companies in various fields are described and promoted by the Association, in line with Art. 27 bis of the Consumer Code, as well as art. 2 paragraph 3 of Law 14 January 2013, n. 4.

Stimulate the mind and heart of the people is the most important action you can do for your associates. The Italian Association of Educators Financial below AIEF, wants to be, first of all, a public good available to all, on the whole, in order to acquire skills to every citizen in the financial field that enable him to pursue the objectives of own life and of his family, defined on the entire life cycle and as a function of its priorities. We work inspiring the Fundamental Principles of Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity and Universality. These principles are based on common values, tied to people, integrity, partnership, diversity, leadership and innovation, and, through them, we want to ensure, always and in every case, the protection of minors and the preservation of human dignity.

The logo / brand AIEF recalls the importance of natural living and continuing education of our members, aware of the importance of the role:

Financial education is the process by which consumers / investors improve their understanding of financial products and financial concepts and, through information, education and objective advice, develop the skills and confidence needed to become more aware risks and financial opportunities, to make informed choices, understand who to ask for advice and implement other effective actions to improve their financial well-being

Improving Financial Literacy: Analysis of Issues and Policies. P.26 – OECD

This Code clarifies the rule to be followed by all those who, in any way belong to the Association and act in it. It is aimed at creating a system of action that would prevent illegal or illicit activities, improve the efficiency, effectiveness, transparency and quality of administrative action, and meets the needs of the community. Our members and staff promote the dignity of people everywhere, always acting in accordance with the Fundamental Principles, this Code and the Code of Ethics.

The recipients of the principles and provisions contained in this Code of Ethics are the members, the Presidents at all levels, members of the corporate bodies, executives, employees, co-workers and, in general, anyone acting on behalf of AIEF. In particular:

- a. Presidents and members of corporate bodies are bound in the warrant, to be guided by the principles of this Code;
- b. managers in the performance of their duties and in giving practical effect to the addresses of the corporate bodies, are inspired by the principles of this Code;
- c. Members, employees, associates, and anyone acting on behalf of AIEF are required to adapt their behavior to the provisions of the Code.

This Code also describes the profile Educator Financial AIEF, establishing professional duties Educator Financial AIEF, against you and the profession. Indicates the content and characteristics of its activities, explaining the requirements, enrollment levels and the continuing education program planned to enter and remain enrolled in the National Registry Educator Financial Officer.

The term "Financial Educator AIEF" does not refer to a specific professional figure indicates, but all those who are engaged in financial education and the exclusive that complements other professional activities, and that, upon specific request for registration shall be admitted to the Register national Financial Educators.

Admission to the Registry is based, therefore, not on the professional profile of the applicant but on activities that actually plays in guidance: it prefers to consider, evaluate and validate the performance work statement rather than a tank of skills and competences formal, in line with the provisions at Community level, through ECVET (European Credit system for Vocational Education and Training, C155, 2009): This is a technical framework for the transfer, recognition and, when necessary, the accumulation of the results learning are indispensable to obtain and maintain a qualification.

CHAPTER I – PRINCIPLES

Article 1 - Honesty, fairness and legality

The recipients specified in premise underlying their behavior to the 7 Principles and the principles of honesty and fairness, legality, impartiality and equal treatment, transparency and complete information, proportionality, absence of abuse of power, the proper use of the goods, as well as conflict prevention of interest and the fight against corruption, referred to in this Chapter.

Honesty is the fundamental principle for all activities AIEF and constitutes an essential element of his actions.

The conduct of the addressees mentioned in the introduction are based on principles of fairness, cooperation, loyalty and mutual respect.

Act in accordance with the rules and procedures laid down by law, ensuring that the decisions that affect the community, comply with the law and the public interest.

Article 2 - Impartiality and equal treatment

The recipients indicated in the preamble:

- a. ensure respect for the principle of equal treatment; assuming unequal treatment, it must always be justified by the objective relevant to the case;
- b. avoid any unjustified discrimination between citizens based on nationality, gender, race, skin color, ethnic or social origin, genetic features, language, religion or belief, political or any other opinions, membership of a national minority, property, birth, disability, age or sexual orientation.

In observance of the Fundamental Principle of Impartiality, ensure proportionality between resources and needs, and that the measures taken are proportional to the objective pursued.

Article 3 - Complete and transparent

The recipients indicated in the preamble:

- a. take initiatives and decisions with the utmost transparency without favoring any group or individual interests and avoid creating situations of privilege or benefit;
- b. endeavor to ensure the truthfulness, accuracy, clarity and completeness of information both inside and outside of AIEF, with easy communication and easy to understand.

Article 4 - Abuse of Power

The recipients indicated in the preamble exercise their powers only for the purposes described by AIEF and shared for the purposes of participation in social life and, anyway, always in the interest and for the public good and AIEF.

Article 5 - Prevention of conflicts of interest and anti-corruption

The recipients indicated in the preamble pursue exclusively the interests and purposes of AIEF and, in particular, endeavor to prevent conflicts of interest and refrain from participating in any case to activities or decisions that determine these situations of conflict of interest, or if there are obvious reasons of expediency. AIEF, in accordance with the principles of honesty and transparency, commits itself to put in place necessary measures to prevent and avoid corruption or conflict of interest.

CHAPTER II – THE FINANCIAL EDUCATOR

Article 6 - Assignment professional

The Financial Educator is a professional who takes people by providing all the necessary knowledge so that all may learn to assess their financial situation, insurance and financial, with the assumption the proper management of its resources, that is a lot, in economic terms, and thus of personal and Family Welfare. This task is accomplished through interventions informative, educational, and support to the person who requests it.

The Financial Educator is required to consider every person able to evaluate the outcome of their conduct, and to intervene in order to improve the behavior and the environment in which he lives, through the acquisition and / or to raise the level of awareness and skills, while respecting and supporting their own inclinations and aspirations.

Article 7 - Professional activities

The Educator Financial Officer, has the following practical activities:

1 Treating the retrieval of news and innovations necessary to properly perform the basic service of "inform", in a sector as complex and varied economic, financial and insurance: the phase relating to the communication of news and information targeted is fundamental and indispensable both in the case of individual counseling and in the case of dedicated training courses and built based on the needs and the needs of individuals or groups.

2 Inform through individual interviews or group operated independently or in a team, in a few minutes and exclusively dedicated to the dissemination of information relating to specific requests or needs of the person seeking advice. These reports can be distributed via electronic or magazines, guides, brochures, articles, notices and any other document or digital helpful.

3 Designing and hold personalized interviews or group, aimed at planning of a training and personal growth of the client that at the end of the consultation, must have developed good judgment and self-determination, about the matters or matters that were the subject the path taken.

CHAPTER III - DUTIES IN RESPECT OF COUNSELEES

Article 8 - Membership and length of service

Any guidance and / or training, it must first obtain the free and explicit membership of the consultant. If the professional service he had the character of continuity in time, will be shown where possible duration. The full fee must be agreed at the initial stage of the relationship.

Article 9 - The relationship with the subjects counselees

In the exercise of the profession, the Financial Educator respect their opinions and beliefs; not discriminate on the basis of religion, ethnicity, nationality, social class, socio-economic status, gender, sexual orientation and ability.

The activity Educator Financial Officer shall be such as to always guarantee the protection of human dignity and the protection of minors.

You must carefully assess the degree of validity and reliability of the information, and data sources it uses in the exercise of his profession.

You must ensure the right to privacy against the persons involved in its activities and to inform them adequately in order to obtain their informed consent, in compliance with applicable laws protecting privacy. The secrecy of the information collected must be protected through the custody and control of notes, notes, writings or recordings of any kind that relate to the professional relationship.

Any report, article, essay or document that allows the recognition of the client, used for scientific purposes of disclosure must be expressly authorized by the same.

When serious danger to the life or physical and mental health of the subject and / or third parties, the Financial Educator carefully evaluate the possibility of total or partial exception to the confidentiality duty. The material collected during the professional activity must be kept for at least 3 years.

The Financial Educator shall refrain from undertaking or continuing professional activity if it conflicts or personal problems interfering with the effectiveness of its services, make them unsuitable or harmful to persons to whom they are addressed.

It does not use its own role and the professional tools available to ensure for themselves or other undue advantages to the exclusion of the agreed fee.

CHAPTER IV – DUTY TO THE PROFESSION

Article 10 - Relations between colleagues

The relations between the Financial Educators must be guided by the principle of mutual respect and loyalty. The Financial Educator supports and encourages colleagues, as part of its business, whatever the nature of their employment and their hierarchical position see compromised their autonomy and compliance with the rules of professional conduct.

In collaboration with professionals from other disciplines, exercises full autonomy in accordance with the professional skills of others, pledging to protect priority always and only the interests of the consultant. Reject their cooperation in actions that are damaging to these principles. In the exercise of his professional activity, is required to conform their conduct to the principles of decorum and dignity of the profession.

Article 11 - Sharing of best practices

The Financial Educator contributes to the epistemological and methodological progress in the field of training and consultancy in the economic, financial and insurance.

It is activated by post, through the Association, the progress of his knowledge and of his techniques to the professional community.

Article 12 – Publicity

The advertising and information relating to the professional activity must be based on professional decorum, seriousness and scientific protecting the image of the profession: Financial Educator publicly denies wrongdoing aimed at obtaining customers.

CHAPTER V – THE NATIONAL REGISTER OF FINANCIAL EDUCATORS

Article 13 - Conditions and principles

To access the registry, you must be in possession, alternately

- Degree of a minimum of three years is not relevant to the economic sector, insurance and finance, and experience "in the field" not less than 5 years, at least one of the activities described in Article. 7,
- Degree of a minimum of three years relevant to the economic sector, insurance and finance, and an experience not less than 2 years, at least one of the activities described in Article. 7,
- Degree of a minimum of three years and a specific title postgraduate (Master in the economic, financial and insurance).
- the qualification obtained at the end of the course entitled "Financial Educator Profession", delivered in e-learning by AIEF.

In line with the provisions at national and European level in the field of validation of learning, formal and informal, AIEF aims to promote, recognize and reward the skills and abilities of those who, despite not having a degree in the specific field of guidance, have gained an experience such as to meet the practical requirements, as described in Article. 7.

The Registry is managed and administered in such a way that

- is open to all service providers that meet the requirements specified in this Article,
- to ensure the democratic and has banned all forms of discrimination or unequal treatment of all members,
- managers are all elected members and officers,

- membership is not conditional on participation in courses organized by AIEF directly or by affiliated organizations exclusively.

Article 14 - Access

To formalize the request for registration in the Register you must complete in all its parts, a special application available in the "Register," the portal aief.eu

Pursuant to the articles. 7 and 8 of Act 14 January 2013, n. 4 AIEF issue to each subscriber the annual Certificate of Professional Qualification in Financial Education (CQPEF), which certifies and shows:

- a regular membership of a professional association;
- possession of the necessary requirements to make you part, as indicated above and in the Code of Ethics;
- quality standards and professional qualifications that members are obliged to respect the exercise of professional activity for the purposes of keeping the Association, as described in the section "Continuous training and updating" and the Code of Ethics;
- the guarantees provided by the users.

Article 15 – Disputes

For the management of any dispute that may possibly arise between members or between these and any of the governing bodies, there is an active Board of Arbitrators, governed by a special regulation issued by the ad hoc AIEF.

CHAPTER VI – PROFESSIONAL UPDATE

Article 16 - Continuing Education

In the exercise of the profession, the Financial Educator uses theoretical-practical instruments for which it has obtained adequate specialist expertise.

It is required to maintain a high level of professional preparation and to be continuously updated on the developments of the issues relating to matters within its competence.

To this end, participating in the activities of continuing vocational training planned for those enrolled in the National Register and organized by AIEF, as follows:

- compulsory training starts from the date of registration in the Register; such registration must be renewed every year by paying the membership fee request,
- necessary to fulfill the obligation under the preceding Article, each member must achieve a total of at least n. 15 CF (a CF equivalent to 25 hours), freely chosen between events and educational activities. The CF (Educational Credit) is the unit of measurement used by the Association to verify the adequacy of the update tasks carried out by the members of the Registry. This verification is carried out by an office located at AIEF.

Article 17 - Fulfilling

Integra completion of compulsory CPD participation in events that the Association will promote or recognize it as relating to economic issues, insurance and financial products, such as:

- seminars, conferences, study days, round tables;
- study committees, working groups and workshops.

This accomplishment is also fulfilled by carrying out specific activities practices, such as:

- training and / or master provided on an electronically or in presence;
- publication of articles on economic, financial and insurance (also on the web);
- studies, research reports and analyzes;
- publications of books, essays, monographs (also as collective works) that deal with topics relating to issues of interest;
- preparation and / or participation in projects in the field of Financial Education;
- conducting counseling to individuals and / or groups.

15 days before the expiry of the registration, each member sends a list of the activities and any certifications acquired AIEF, via email at registro@aief.it, with the subject "CF recognition."

If not enough AIEF assess the activities specified in the list, notify the person concerned the number of CF recognized and the number of those who will recover and who, therefore, are added to the 15 required for the following year.

CHAPTER VII – DISCIPLINARY REGULATION

Article 18 – Conditions

The Financial Educator who is found guilty of abuse or misconduct in the exercise of profession or otherwise incorrect facts or the exercise of the profession of facts contrary to the duties of association or to the interests of the Association of facts or ethically incorrect undergoes to disciplinary proceedings. Jurisdiction to prosecute disciplinary action belongs to the Council. The disciplinary procedure is initiated at the request of the Governing Council itself or anyone else interested in proposing a specific information in this regard.

Article 19 - Measures

The disciplinary measures are:

- a. censorship formal statement of the misconduct. May result in a warning or censure unethical behavior, the importance of which is large enough to not import the sanctions of suspension or radiation,
- b. suspension for a period not less than one month and not more than one year. Opera automatically in the event of
 - suspension or prohibition of exercise of professional activity provided by law;
 - temporary disqualification from holding public office,
 - measure of trial or an equivalent for an offense related to the practice of the profession or committed in connection with the performance of the profession.
- c. May result in the suspension behavior grossly contrary to the interests of the members and / or seriously ethically incorrect.
- d. radiation, in case of:
 - declaration of perpetual disqualification from public office;
 - conviction for an offense related to the practice of the profession or committed in connection with the performance of the profession; the sentences are treated the judgments resulting from the application of plea bargaining.

Article 20 - Procedure and prescription

The Governing Council may not impose any disciplinary sanction, even in cases of sanction of law, without the person concerned has been forewarned, with the assignment of a term of not less than 10 days, to put his case and formulate their defenses even by your legal advisor appointed to act specifically written. Disciplinary action is imprescriptible for the facts that involve radiation, while in other cases it is subject to the following limitation periods:

- 4 months for the events that result in a warning;
- 8 months for the events that result in censorship;
- two years for events that result in the suspension.

Time limits shall run from the time when the facts likely to disciplinary action came to the attention of the Governing Council.

CHAPTER VIII – FINAL DISPOSITION

Art. 21 – Subscription

To complete the registration regularly on the National Register, you must sign and send this document, together with the application form, to

AIEF - Italian Association of Educators Financial
Piazzale Biancamano, 8
20121 Milan (MI)

Place _____

Date _____

SIGNATURE _____