

**Financial Services  
Commission  
of Ontario**

Licensing and Market Conduct  
Division

5160 Yonge Street  
Box 85, 4th Floor  
Toronto ON M2N 6L9

**Commission des  
services financiers  
de l'Ontario**

Division de la délivrance des permis  
et de la surveillance des marchés

5160, rue Yonge  
boîte 85 4ième étage  
Toronto ON M2N 6L9



February 8, 2008

**To:** Chief Executive Officers and Chief Agents of Life Insurance Companies

**Re: Questionnaire on Insurer Practices for Managing Conflicts of Interest**

On June 21, 2006, the Canadian Council of Insurance Regulators (CCIR) and the Canadian Insurance Services Regulatory Organizations (CISRO) endorsed three principles for managing actual or potential conflicts of interest in the marketplace. These principles promote consumer confidence in the insurance industry by outlining best practices for managing these situations when they arise. They are:

1. Priority of the client's interest;
2. Disclosure of conflicts or potential conflicts of interest; and
3. Product suitability.

To assess the implementation of these principles by insurers and the overall effectiveness of a principles-based regulatory regime, FSCO on behalf of the CCIR's Industry Practices Review Committee (IPRC) is requesting that insurers complete a risk-based market conduct questionnaire. The questionnaire is designed to collect information from insurers across Canada about their current practices for managing conflicts in the marketplace.

All Chief Executive Officers and Chief Agents are requested to certify that the information provided in the questionnaire responses represents the current practices of their respective companies. For record keeping purposes, the certified paper copy will be considered the official document.

The Financial Services Commission of Ontario (FSCO) is collecting this information on behalf of the regulators of Alberta, Saskatchewan, Manitoba, Ontario, Quebec, New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland & Labrador.

The information is being requested pursuant to each regulators' respective legislation. The regulators appreciate that the responses requested may contain confidential trade, technical or

financial information. The regulators will treat it as such, recognizing that confidentiality and access to information are governed by the relevant legislation in each jurisdiction. If your response contains information that you consider to be confidential trade, technical or financial information, you may wish to indicate this in the questionnaire.

To access the online or fillable/printable MS Word version of the questionnaire, visit the “What’s New” section of the CCIR website at [www.ccir-ccra.org](http://www.ccir-ccra.org) and select “Questionnaire on Insurer Practices for Managing Conflicts of Interest.”

To begin entering your responses in the online questionnaire, you will be requested to enter the **access code**: “xxxx.” Your company has also been assigned the following **unique identification number** for tracking purposes: “xxxxx.” This information must be entered in question one before you can proceed to the other questions in the survey.

Please enter your online questionnaire responses by **March 14, 2008**. The certified paper questionnaire should be received by FSCO no later than **March 24, 2008**. Please send the certified paper questionnaire to:

Seta Singh, Administrative Assistant  
Financial Services Commission of Ontario  
Licensing & Market Conduct Division  
5160 Yonge Street, Box 85, 4th Floor  
Toronto, ON M2N 6L9

If you have any questions or concerns, please call the questionnaire help line at (416) 590-7126 or email your questions to [iprc@fSCO.gov.on.ca](mailto:iprc@fSCO.gov.on.ca).

Sincerely,

Grant Swanson  
Executive Director  
Licensing and Market Conduct Division  
Financial Services Commission of Ontario

Chair, Industry Practices Review Committee  
Canadian Council of Insurance Regulators

Enclosure