

Standard 3: Duties to Clients

- Maintain a duty of loyalty to clients, act with reasonable care and exercise prudent judgment. Employees must act for the benefit of clients and place client interests before their employer's or their own interests. In relationships with clients, employees must determine applicable fiduciary duty and must comply with such duty to persons and interests to whom it is owed.
- Employees must deal fairly and objectively with all clients when providing investment analysis, making investment recommendations, taking investment actions or engaging in other professional duties.
- Employees must determine proper suitability for clients and their portfolios.