

Code of Conduct (COCON)

Chapter 2

Individual conduct rules

2.1 Individual conduct rules

- 2.1.1 **R** *Rule 1: You must act with integrity.*
- 2.1.2 **R** *Rule 2: You must act with due skill, care and diligence.*
- 2.1.3 **R** *Rule 3: You must be open and cooperative with the FCA, the PRA and other regulators.*
- 2.1.4 **R** *Rule 4: You must pay due regard to the interests of customers and treat them fairly.*
- 2.1.5 **R** *Rule 5: You must observe proper standards of market conduct.*
- 2.1.6 **R** *Rule 6: You must act to deliver good outcomes for retail customers.*
[Note: See ■ COCON 2.4 for what this means]