

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]