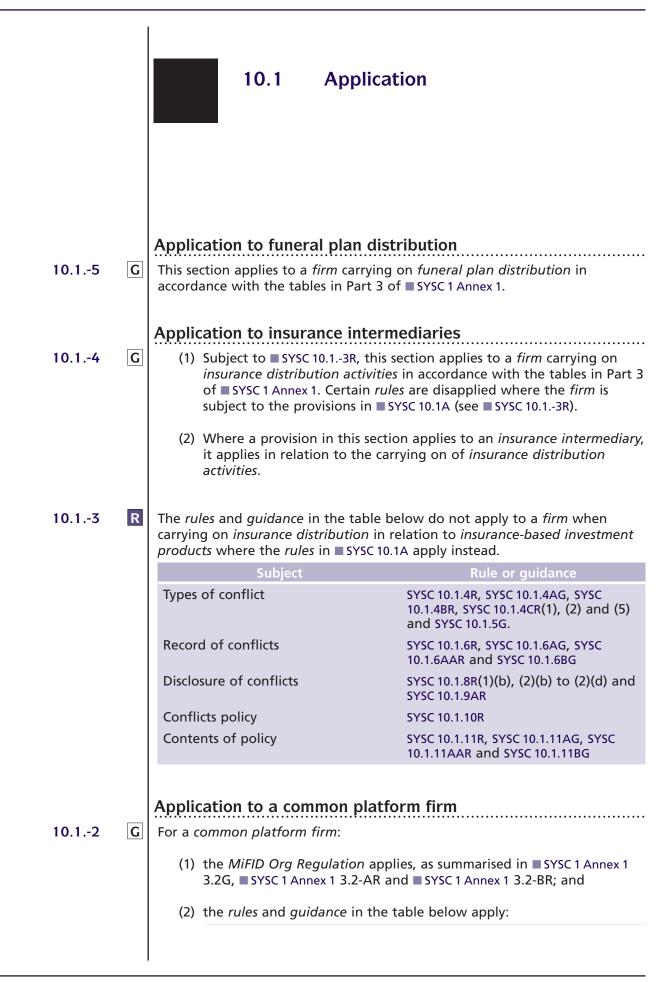
Senior arrangements, Systems and Controls

Chapter 10

Conflicts of interest



	Subject	Applicable rule or guidance
	Provision of services	SYSC 10.1.2G
	Identifying conflicts	SYSC 10.1.3R
	Types of conflicts	SYSC 10.1.5G
	Managing conflicts	SYSC 10.1.7R
	Conflicts policy	SYSC 10.1.12G
	SYSC 10.1.8R (Disclosure of c	lity – insurance distribution activities), conflicts) and SYSC 10.1.11ABR (Contents ation to the carrying on of <i>insurance</i>
		al exemption firm and to a third-
G	For a MiFID optional exemption firm	and a <i>third country firm</i> , the rules and em as if they were <i>rules</i> or as <i>guidance</i> in CR(1).
	General application	
R	the course of carrying on reg	which provides services to its <i>clients</i> in <i>ulated activities</i> or <i>ancillary activities</i> or ut only where the <i>ancillary services</i>
	(2) This section also applies to a	UK UCITS management company.
		lso implement articles 27 and 28 of the I as applied under the discretion in the e <i>UK CRR, BCD</i> article 22 and <i>BCD</i>
R	This section also applies to:	
	(1) a full-scope UK AIFM of:	
	(a) a UK AIF; and	
	(b) [deleted]	
	(2) [deleted]	
G	Requirements only apply if a s (1) The requirements in this secti provided by a <i>firm</i> . The status	
	R	 Provision of services Identifying conflicts Types of conflicts Managing conflicts Conflicts policy SYSC 10.1.7AR (Proportional SYSC 10.1.8R (Disclosure of coof policy) also apply in religistribution activities. Application to a MiFID optionation option option option activities. Application to a MiFID optionation option optin option option option option optin optin optin optin option

For the avoidance of doubt, a reference to "service" in this section includes all insurance distribution activities. SRD requirements 10.1.2A R The requirements in this section apply to an SRD asset manager with regard to its engagement activities covered by the SRD. [Note: article 3g(3) of SRD] Identifying conflicts 10.1.3 R A firm must take all appropriate steps to identify and to prevent or manage conflicts of interest between: (1) the *firm*, including its managers, employees and *appointed* representatives (or where applicable, tied agents), or any person directly or indirectly linked to them by control, and a client of the *firm*; or (2) one *client* of the *firm* and another *client*; that arise or may arise in the course of the *firm* providing any service referred to in SYSC 10.1.1R including those caused by the receipt of inducements from third parties or by the *firm's* own remuneration and other incentive structures. [Note: article 23(1) of *MiFID* and articles 27 and 28(1) of the *IDD*] Types of conflicts 10.1.4 R For the purposes of identifying the types of conflict of interest that arise, or may arise, in the course of providing a service and whose existence may damage the interests of a *client*, a *management company* must take into account, as a minimum, whether the *firm* or a *relevant person*, or a *person* directly or indirectly linked by *control* to the *firm*: (1) is likely to make a financial gain, or avoid a financial loss, at the expense of the *client*; (2) has an interest in the outcome of a service provided to the *client* or of a transaction carried out on behalf of the *client*, which is distinct from the *client*'s interest in that outcome: (2A) in the case of a management company providing collective portfolio management services for a UCITS scheme, (2) also applies where the service is provided to, or the transaction is carried out on behalf of, a client other than the UCITS scheme: (3) has a financial or other incentive to favour the interest of another client or group of clients over the interests of the client; (4) carries on the same business as the *client*; or in the case of a management company, carries on the same activities for the UCITS scheme and for another client or clients which are not UCITS schemes; or

		(5) receives or will receive from a <i>person</i> other than the <i>client</i> an inducement in relation to a service provided to the <i>client</i> , in the form of monies, goods or services, other than the standard commission or fee for that service.
		The conflict of interest may result from the <i>firm</i> or <i>person</i> providing a service referred to in SYSC 10.1.1 R or engaging in any other activity or, in the case of a <i>management company</i> , whether as a result of providing <i>collective portfolio management</i> services or otherwise.
		[Note: article 17(1) of the UCITS implementing Directive]
10.1.4A	G	Other firms (except common platform firms, UCITS management companies and insurance intermediaries) should take account of the rule on the types of conflicts (see ■ SYSC 10.1.4 R) in accordance with ■ SYSC 1 Annex 1 3.3R.
10.1.4B	R	For the purposes of identifying the types of conflict of interest that arise, or may arise, in the course of carrying on <i>insurance distribution activities</i> or funeral plan distributions <i>funeral plan distributions</i> and whose existence may damage the interests of a <i>client</i> ("A"), a <i>firm</i> must assess whether:
		(1) the <i>firm</i> or a <i>relevant person</i> , or a <i>person</i> directly or indirectly linked by <i>control</i> to the <i>firm</i> ; or
		(2) (in the case of conflicts between A and another <i>client</i>) the other <i>client</i> ,
		has an interest in the outcome of the <i>insurance distribution activities</i> or <i>funeral plan distribution</i> , which meets the following criteria:
		(3) it is distinct from A's interest in the outcome of the <i>insurance distribution activities</i> or <i>funeral plan distributions</i> ; and
		(4) it has the potential to influence the outcome of the activities to the detriment of A.
10.1.4C	R	For the purpose of carrying out the assessment in SYSC 10.1.4BR, a <i>firm</i> must take into account, as a minimum, whether the <i>firm</i> or a <i>relevant person</i> , or a <i>person</i> directly or indirectly linked by <i>control</i> to the <i>firm</i> :
		 is likely to make a financial gain, or avoid a financial loss, at the expense of the <i>client</i>;
		(2) has a financial or other incentive to favour the interest of another <i>client</i> or group of <i>clients</i> over the interest of the <i>client</i> ;
		(3) carries on the same business as the <i>client</i> ;
		(4) receives or will receive from a <i>person</i> other than the <i>client</i> an inducement in relation to a service provided to the <i>client</i> , in the form of monies, goods or services, other than the standard commission or fee for that service; or

		(5) is substantially involved in the management or development of <i>policies</i> , in particular where such a <i>person</i> has an influence on the pricing of those policies or their distribution costs.
10.1.5	G	The circumstances which should be treated as giving rise to a conflict of interest cover cases where there is a conflict between the interests of the <i>firm</i> or certain <i>persons</i> connected to the <i>firm</i> or the <i>firm</i> 's <i>group</i> and the duty the <i>firm</i> owes to a <i>client</i> ; or between the differing interests of two or more of its <i>clients</i> , to whom the <i>firm</i> owes in each case a duty. It is not enough that the <i>firm</i> may gain a benefit if there is not also a possible disadvantage to a <i>client</i> , or that one <i>client</i> to whom the <i>firm</i> owes a duty may make a gain or avoid a loss without there being a concomitant possible loss to another such <i>client</i> .
		[Note: recital 45 to the MiFID Org Regulation]
10.1.6	R	Record of conflicts A management company, an insurance intermediary and a firm carrying on funeral plan distribution must keep and regularly update a record of the kinds of service or activity carried out by or on behalf of thatfirm in which a conflict of interest entailing a material risk of damage to the interests of one or more clients has arisen or, in the case of an ongoing service or activity,
		may arise. [Note: article 20(1) of the UCITS implementing Directive]
10.1.6A	G	Other firms (other than common platform firms and insurance intermediaries) should also take account of the rule on records of conflicts (see SYSC 10.1.6 R) in accordance with SYSC 1 Annex 1 3.2BR, SYSC 1 Annex 1 3.2CR and SYSC 1 Annex 1 3.3R).
10.1.6AA	R	An <i>insurance intermediary</i> and a <i>firm</i> carrying on <i>funeral plan distribution</i> must ensure that its management body receives on a frequent basis, and at least annually, written reports on all situations referred to in SYSC 10.1.6R .
10.1.6B	G	A firm (other than a common platform firm and an insurance intermediary) should read ■ SYSC 10.1.6AAR as if "should" appeared in that rule instead of "must".
10.1.7	R	Managing conflicts A firm must maintain and operate effective organisational and administrative arrangements with a view to taking all reasonable steps to prevent conflicts of interest as defined in SYSC 10.1.3 R from adversely affecting the interests of its <i>clients</i> .
		[Note: article 16(3) of <i>MiFID</i> and article 27 of the <i>IDD</i>]

		Proportionality – insurance distribution activities
10.1.7A	R	Where a <i>firm</i> carries on <i>insurance distribution activities</i> , the arrangements in SYSC 10.1.7R must be proportionate to the activities performed, the <i>policies</i> sold and the type of <i>insurance distributor</i> the <i>firm</i> is or uses.
		[Note: article 27 of the IDD]
		Disclosure of conflicts
10.1.8	R	(1) If arrangements made by a <i>firm</i> under ■ SYSC 10.1.7 R are not
10.1.0	ĸ	sufficient to ensure, with reasonable confidence, that risks of damage to the interests of a <i>client</i> will be prevented, the <i>firm</i> must clearly disclose the following to the <i>client</i> before undertaking business for the <i>client</i> :
		(a) the general nature or sources of conflicts of interest, or both; and
		(b) the steps taken to mitigate those risks.
		(2) The disclosure must:
		(a) be made in a <i>durable medium</i> ;
		(b) clearly state that the organisational and administrative arrangements established by the <i>firm</i> to prevent or manage that conflict are not sufficient to ensure, with reasonable confidence, that the risks of damage to the interests of the <i>client</i> will be prevented;
		 (c) include specific description of the conflicts of interest that arise in the provision of <i>funeral plan distribution</i>, insurance distribution activities<i>investment services</i> or <i>ancillary services</i>;
		 (d) explain the risks to the <i>client</i> that arise as a result of the conflicts of interest; and
		(e) include sufficient detail, taking into account the nature of the client, to enable that client to take an informed decision with respect to the service in the context of which the conflict of interest arises.
		(3) This <i>rule</i> does not apply to the extent that \blacksquare SYSC 10.1.21 R applies.
		[Note: 23(2) and (3) of <i>MiFID</i> and article 28(2) and (3) of the <i>IDD</i>]
10.1.8A	R	[deleted]
10.1.9	G	<i>Firms</i> should aim to identify and manage the conflicts of interest arising in relation to their various business lines and their <i>group's</i> activities under a comprehensive <i>conflicts of interest policy</i> . In particular, the disclosure of conflicts of interest by a <i>firm</i> should not exempt it from the obligation to maintain and operate the effective organisational and administrative arrangements under SYSC 10.1.7 R. While disclosure of specific conflicts of interest is required by SYSC 10.1.8 R, an over-reliance on disclosure without adequate consideration as to how conflicts may appropriately be managed is not permitted.

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10.1.9A R	A <i>firm</i> must treat disclosure of conflicts pursuant to SYSC 10.1.8R as a measure of last resort to be used only where the effective organisational and administrative arrangements established by the <i>firm</i> to prevent or manage its conflicts of interest in accordance with SYSC 10.1.7R are not sufficient to ensure, with reasonable confidence, that risks of damage to the interests of the <i>client</i> will be prevented.
10.1.10 R	 Conflicts policy (1) A management company, an insurance intermediary and a firm carrying on funeral plan distribution must establish, implement and maintain an effective conflicts of interest policy that is set out in writing and is appropriate to the size and organisation of the firm and the nature, scale and complexity of its business.
	(2) Where the management company, or insurance intermediary or firm carrying on funeral plan distribution is a member of a group, the policy must also take into account any circumstances, of which the firm is or should be aware, which may give rise to a conflict of interest arising as a result of the structure and business activities of other members of the group.
	[Note: article 18(1) of the UCITS implementing Directive]
	Contents of policy
10.1.11 R	(1) The conflicts of interest policy must include the following content:
	 (a) it must identify in accordance with SYSC 10.1.3 R, SYSC 10.1.4 R, SYSC 10.1.4BR and SYSC 10.1.4CR (as applicable), by reference to the specific services and activities carried out by or on behalf of the management company, insurance intermediary or firm carrying on funeral plan distribution, the circumstances which constitute or may give rise to a conflict of interest entailing a material risk of damage to the interests of one or more clients; and
	(b) it must specify procedures to be followed and measures to be adopted in order to manage such conflicts.
	(2) The procedures and measures provided for in paragraph (1)(b) must:
	 (a) be designed to ensure that <i>relevant persons</i> engaged in different business activities involving a conflict of interest of the kind specified in paragraph (1)(a) carry on those activities at a level of independence appropriate to the size and activities of the <i>management company</i> and of the <i>group</i> to which either of them respectivelybelongs, and to the materiality of the risk of damage to the interests of <i>clients</i>;
	 (aa) (for an <i>insurance intermediary</i> or a <i>firm</i> carrying on <i>funeral plan distribution</i>) be designed to ensure that the <i>insurance distribution activities</i> or <i>funeral plan distribution</i> are carried out in accordance with the best interests of the <i>client</i> and are not biased due to conflicting interests of the <i>insurance intermediary</i>, the <i>firm</i> carrying on <i>funeral plan distribution</i> or another <i>client</i>; and

	(b)	include, for an <i>insurance intermediary</i> or a <i>firm</i> carrying on <i>funeral plan distribution</i> , where appropriate, the following, and for a <i>management company</i> , such of the following as are necessary and appropriate for the <i>management company</i> to ensure the requisite degree of independence:			
		(i)	effective procedures to prevent or control the exchange of information between <i>relevant persons</i> engaged in activities involving a risk of a conflict of interest where the exchange of that information may harm the interests of one or more <i>clients</i> ;		
		(ii)	the separate supervision of <i>relevant persons</i> whose principal functions involve carrying out activities on behalf of, or providing services to, <i>clients</i> whose interests may conflict, or who otherwise represent different interests that may conflict, including those of the <i>firm</i> ;		
		(iii)	the removal of any direct link between the remuneration of <i>relevant persons</i> principally engaged in one activity and the remuneration of, or revenues generated by, different <i>relevant persons</i> principally engaged in another activity, where a conflict of interest may arise in relation to those activities;		
		(iv)	measures to prevent or limit any <i>person</i> from exercising inappropriate influence over the way in which a <i>relevant person</i> carries out services or activities;		
		(v)	measures to prevent or control the simultaneous or sequential involvement of a <i>relevant person</i> in separate services or activities where such involvement may impair the proper management of conflicts of interest; and		
		(vi)	(for <i>insurance intermediaries</i> or <i>firms</i> carrying on <i>funeral plan distribution</i>) a gifts and benefits policy which determines clearly under which conditions gifts and benefits can be accepted or granted and which steps are to be taken when accepting and granting gifts and benefits.		
(3) If the adoption or the practice of one or more of those measures and procedures does not ensure the requisite level of independence, a management company must adopt such alternative or additional measures and procedures as are necessary and appropriate for the purposes of paragraph (1)(b).					
(4)) If one or more of the measures and procedures in paragraph (2) is not appropriate for the purposes of paragraph (2)(aa), an <i>insurance intermediary</i> or a <i>firm</i> carrying on <i>funeral plan distribution</i> must adopt such alternative measures and procedures as are necessary and appropriate.				
(5)	be a or a	appr <i>firr</i>	ocedures and measures provided for in paragraph (1)(b) must ropriate to the size and activities of an <i>insurance intermediary</i> <i>m</i> carrying on <i>funeral plan distribution</i> , the <i>group</i> to which it long and to the risk of damage to the interests of the <i>client</i> .		
[Note:	artic	les	18(2), 19(1) and 19(2) of the UCITS implementing Directive]		

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10.1.11A G	Other firms (except common platform firms, UCITS management companies and insurance intermediaries and firms carrying on funeral plan distribution) should take account of the rules relating to conflicts of interest policies (see SYSC 10.1.10 R and SYSC 10.1.11 R) in accordance with SYSC 1 Annex 1 3.2BR, SYSC 1 Annex 1 3.2CR and SYSC 1 Annex 1 3.3R.
10.1.11AA R	An <i>insurance intermediary</i> and a <i>firm</i> carrying on <i>funeral plan distribution</i> must assess and periodically review, on at least an annual basis, the <i>conflicts of interest policy</i> established in accordance with SYSC 10.1.10R and SYSC 10.1.11R and should take all appropriate measures to address any deficiencies (such as over reliance on disclosure of conflicts of interest).
10.1.11AB R	A common platform firm, in relation to its insurance distribution activities, must:
	take into account the factors set out in ■ SYSC 10.1.4BR(4) and ■ SYSC 10.1.4CR(5) when complying with article 33 of the <i>MiFID Org</i> <i>Regulation</i> (as applied as a <i>rule</i> by ■ SYSC 1 Annex 1 3.2-AR or 3.2- BR(2)); and
	include the measure set out in ■ SYSC 10.1.11R(2)(b)(vi) in the list of measures to be adopted, where necessary, when complying with article 34 (3) of the <i>MiFID Org Regulation</i> (as applied as a rule by ■ SYSC 1 Annex 1 3.2-AR or 3.2-BR(2)).
10.1.11B G	A firm (other than a common platform firm, an insurance intermediary and a firm carrying on funeral plan distribution) should read ■ SYSC 10.1.11AAR as if "should" appeared in that rule instead of "must".
10.1.12 G	In drawing up a <i>conflicts of interest policy</i> which identifies circumstances which constitute or may give rise to a conflict of interest, a <i>firm</i> should pay special attention to the activities of investment research and advice, proprietary trading, portfolio management and corporate finance business, including underwriting or selling in an offering of securities and advising on mergers and acquisitions. In particular, such special attention is appropriate where the <i>firm</i> or a <i>person</i> directly or indirectly linked by <i>control</i> to the <i>firm</i> performs a combination of two or more of those activities.
	[Note: recital 47 to the MiFID Org Regulation]
10.1.13 G	[deleted]
10.1.14 G	[deleted]
10.1.15 G	[deleted]

		Application of conflicts of interest rules to non-common platform firms when producing investment research or non-independent research
10.1.16	R	The <i>rules</i> relating to:
		(1) types of conflict (see ■ SYSC 10.1.4 R);
		(2) records of conflicts (see SYSC 10.1.6 R); and
		(3) conflicts of interest policies (see ■ SYSC 10.1.10 R and ■ SYSC 10.1.11 R);
		also apply to a <i>firm</i> which is not a <i>common platform firm</i> when it produces, or arranges for the production of, <i>investment research</i> that is intended or likely to be subsequently disseminated to <i>clients</i> of the <i>firm</i> or to the public, and when it produces or disseminates <i>non-independent research</i> , in accordance with COBS 12.2.
		Additional requirements for a management company
10.1.17	R	A UK UCITS management company, when identifying the types of conflict of interests for the purposes of SYSC 10.1.4 R, must take into account:
		(1) the interests of the <i>firm</i> , including those deriving from its belonging to a <i>group</i> or from the performance of services and activities, the interests of the <i>clients</i> and the duty of the <i>firm</i> towards the <i>UCITS scheme</i> it manages; and
		(2) where it manages two or more UCITS schemes, the interests of all of them.
		[Note: article 17(2) of the UCITS implementing Directive]
10.1.18	G	For a UK UCITS management company, references to client in \blacksquare SYSC 10.1.4 R and in the other <i>rules</i> in this section should be construed as referring to any UCITS scheme managed by that <i>firm</i> or which it intends to manage, and with or for the benefit of which the relevant activity is to be carried on.
		Structure and organisation of a management company
10.1.19	R	A UK UCITS management company must be structured and organised in such a way as to minimise the risk of a UCITS scheme's or client's interests being prejudiced by conflicts of interest between the UK UCITS management company and its clients, between two of its clients, between one of its clients and a UCITS scheme, or between two such schemes.
		[Note: articles 12(1)(b) and 14(1)(d) of the UCITS Directive]
		Avoidance of conflicts of interest for a management company
10.1.20	R	A UK UCITS management company must try to avoid conflicts of interest and, when they cannot be avoided, ensure that the UCITS schemes it manages are fairly treated.
		[Note: articles 12(1)(b) and 14(1)(d) of the UCITS Directive]

10.1.21	R	 Disclosure of conflicts of interest for a management company (1) Where the organisational or administrative arrangements made by a UK UCITS management company for the management of conflicts of interest are not sufficient to ensure, with reasonable confidence, that risks of damage to the interests of the UCITS scheme it manages or of its Unitholders will be prevented, the senior personnel or other competent internal body of the firm must be promptly informed in
		 order for them to take any necessary decision to ensure that in all cases the <i>firm</i> acts in the best interests of the <i>scheme</i> and of its <i>Unitholders</i>. (2) A UK UCITS management company must report situations referred to
		(2) A UK UCITS management company must report situations referred to in (1) to the Unitholders of the UCITS scheme it manages by any appropriate durable medium and give reasons for its decision.
		[Note: articles 20(2) and 20(3) of the UCITS implementing Directive]
10.1.22	R	Collective portfolio management investment firms A collective portfolio management investment firm which manages investments other than for an <i>AIF</i> or <i>UCITS</i> for which it has been appointed
		as manager, must obtain approval from its <i>client</i> before it invests all or part of the <i>client</i> 's portfolio in <i>units</i> or <i>shares</i> of an <i>AIF</i> or <i>UCITS</i> it manages.
		[Note: article 12(2)(a) of the UCITS Directive and article 12(2)(a) of AIFMD]
		Additional requirements for an AIFM
10.1.23	R	An <i>AIFM</i> must take all reasonable steps to identify conflicts of interest that arise, in the course of managing <i>AIFs</i> , between:
		(1) the AIFM, including its managers, <i>employees</i> or any person directly or indirectly linked to the AIFM by control, and an AIF managed by the AIFM or the investors in that AIF; or
		(2) an <i>AIF</i> or the investors in that <i>AIF</i> , and another <i>AIF</i> or the investors in that <i>AIF</i> ; or
		(3) an AIF or the investors in that AIF, and another client of the AIFM; or
		(4) an <i>AIF</i> or the investors in that <i>AIF</i> , and a <i>UCITS</i> managed by the <i>AIFM</i> or the investors in that <i>UCITS</i> ; or
		(5) two <i>clients</i> of the <i>AIFM</i> .
		[Note: article 14(1) first paragraph of <i>AIFMD</i>]
10.1.24	R	An <i>AIFM</i> must take all reasonable steps to avoid conflicts of interest and, when they cannot be avoided, manage, monitor and (where applicable) disclose those conflicts of interest in order to prevent them from adversely affecting the interests of the <i>AIFs</i> and their investors, and to ensure that the <i>AIFs</i> it manages are fairly treated.
		[Note: article 12(1)d of <i>AIFMD</i>]

10.1.25	R	An <i>AIFM</i> must:
		(1) maintain and operate effective organisational and administrative arrangements, with a view to taking all reasonable steps designed to identify, prevent, manage and monitor conflicts of interest in order to prevent them from adversely affecting the interests of the <i>AIFs</i> and their investors;
		(2) segregate, within its own operating environment, tasks and responsibilities which may be regarded as incompatible with each other or which may potentially generate systematic conflicts of interest; and
		(3) assess whether its operating conditions may involve any other material conflicts of interest and disclose them to the <i>AIF</i> 's investors.
		[Note: article 14(1) second and third paragraphs of <i>AIFMD</i>]
10.1.26	R	If the organisational arrangements made by the <i>AIFM</i> to identify, prevent, manage and monitor conflicts of interest are not sufficient to ensure, with reasonable confidence, that risks of damage to investors' interests will be prevented, the <i>AIFM</i> must:
		(1) clearly disclose the general nature or sources of conflicts of interest to the investors before undertaking business on their behalf; and
		(2) develop appropriate policies and procedures.
		[Note: article 14(2) of <i>AIFMD</i>]
		Subordinate measures for alternative investment fund managers
10.1.27	G	Articles 30 to 37 of the <i>AIFMD level 2 regulation</i> provide detailed rules supplementing the provisions of article 14 of <i>AIFMD</i> .