

FAIR TREATMENT OF CUSTOMERS POLICY

Canadian Farm Insurance Corp. (CFIC) places the interest of our Policyholders (Customers) at the forefront of all our actions and directions as an organization. Our Vision and Mission support a strategy that flows directly from the Board of Directors. Integrity is a core value in our organization and is embedded in our culture and demonstrated through our daily actions. All staff and agents will deal honestly, ethically, fairly and in good faith with the Policyholders, suppliers, competitors, employees, advisors and regulators of the Company. The Company seeks competitive advantage through superior performance but never through, unlawful, dishonest or unethical business practices. We will not take unfair advantage of anyone through manipulation, concealment, abuse of privilege to information, misrepresentation of material facts or any other unfair dealing practise.

The Principles of our Fair Treatment of Customers

1. Customers will be provided with clear information and kept appropriately informed before and during the point of sale. Agents and brokers are available to answer questions throughout the term of the policy.
2. When we provide professional advice to our customers, the advice will be suitable and take into account their individual circumstances. Advice is based on the information provided by the insured to the agent and/or broker.
3. Our level of service and product performance will meet the expectations of our customers as far as reasonably possible.
4. We will ensure that there is no barrier for customers to express their requests, concerns or complaints and will always be responsive to them.
5. Products and services will be designed to meet the needs of clients.

Implementing our Fair Treatments of Customers

Canadian Farm Insurance Corp., develops and markets our product on an ongoing basis with the interest of our policyholders in mind throughout the process.

We use feedback and experience from our agents, brokers, underwriting, claims, management and other operations as required. We ensure our agents and brokers understand the product. Understanding and knowledge of the product is essential for successful education of the customer.

CFIC strives to keep its agents, brokers and clients informed at all times of policy or product changes. We endeavor to restrict company-imposed changes to renewal periods and provide renewal information 60 days in advance for appropriate notification. If coverage is reduced or enhanced the renewal notification draws attention to these.

Providing Advice During the Sales Process

When providing advice CFIC's sales agents and brokers obtain a detailed understanding of the clients' insurance requirements to recommend the appropriate coverage to the clients needs. We inform our clients of the risks involved with their coverage selection, and gaps in coverage and all applicable charges. Agents are expected to document discussions with the insured. In situations where an agent has recommended coverage and the insured has declined what has been offered, the agent will have the insured sign or initial where the decline of coverage is noted.

Our agents and brokers are insurance professionals and provincially licenses to offer advice to consumers. Licensed agents must abide by the Code of Conduct of the General Insurance Council as well as the Code of Conduct and Ethics of Canadian Farm Insurance Corp.

Post-Sale Information and Support

Agent, Broker and Underwriting support is available to customers on a daily basis. Information on contacting CFIC directly, is made available to clients via their Agent/Broker, our website or from policy documents. Brokers are responsible for providing appropriate support for customer.

Management Reporting and Compliance

Canadian Farm Insurance Corp's Compliance Officer assesses the organizations performance against the Principles of Fair Treatment of Customers. This is reported annually to the management team.

Training and Awareness

Canadian Farm Insurance Corp. ensures all agents and staff are familiar with the fundamental principals of this policy. In addition, where applicable, agents are trained in order to suitably advise, efficiently explain our product and services.

We make sure all our agents and staff achieve the necessary qualifications in order to carry out their job functions with the required competency level. Staff and agents sign an annual Acknowledgment and Agreement statement indicating:

I understand the guidelines, duties and responsibilities relevant to my employment. I understand and agree that it is my responsibility to read the Employee Manual, Code of Conduct and Ethics and the Fair Treatment of Customers Policy. I will abide by the rules, policies and standards they set forth

Complaints

Canadian Farm Insurance Corp. deals with consumer complaints and disputes in a fair manner. CFIC has an internal process for handling complaints which it follows should a situation present itself. It is a process that fosters resolution through a multi-step process. If a complaint is unable to be resolved the last step could be to involve the Company Ombudsman (Complaint Officer) in writing to review the file.

Canadian Farm Insurance Corp.

Conclusion

Canadian Farm Insurance Corp's culture is and has been in line with the outcomes stipulated by CCIR's Market Conduct Initiative. However., we frequently review our policies, procedures and practices to ensure that the Principals of our Fair Treatment of Customers remains a crucial part of our business.