

## **UFAA Code of Ethics**

The body of moral principles or values governing all UFAA members, I believe it to be my responsibility:

1. To hold this association in the highest esteem and to strive to keep its integrity and enhance its prestige and integrity.
2. To conduct myself and my business in such ways that my example will exemplify the professional standards of this association.
3. To present accurately and honestly all facts pertaining to the moral and ethical values of this association.
4. To cooperate with others when my service is requested to meeting the needs of this association.
5. To say or do nothing to harm or jeopardize another member of this association.
6. To commit no act to intentionally discredit another member of this association for the purpose of personal or financial gain.
7. To never infringe on the rights or privileges of this association or any member of this association.
8. To help fulfill the needs of this association and its members.
9. To keep myself informed and obey the laws set forth by the governing bodies of our country, state and the association and to observe them in the practice of my profession.
10. Conserve the interest of the policyholder by not trying to take accounts away from the agent of record.