



Treating Customers Fairly Policy

Introduction - what we are doing

At Golden Charter we are committed to doing the right thing for customers. That commitment is embodied by our approach to Treating Customers Fairly (TCF).

By putting TCF into place we can continue to meet the needs and expectations of customers while increasing their confidence in pre-paid funeral plans and also satisfy important regulatory requirements.

Core outcomes - what our customers expect of us

There are six particular outcomes that we can both expect to achieve and demonstrate as a result of treating customers fairly:

- 1** Customers feel confident they are dealing with firms that put the fair treatment of their customer's at the centre of their culture.
- 2** Products and services are designed to meet the needs of the customers they are aimed at and are marketed and sold accordingly.
- 3** Customers are provided with clear information and are kept appropriately informed before, during and after the point of sale.
- 4** Any advice that customers receive is suitable and takes account of their personal circumstances.
- 5** Customers are provided with products that perform as the company has led them to expect, and the associated service is of an acceptable standard and as they have been led to expect.
- 6** Customers do not face unreasonable post-sale barriers to change product, switch provider, submit a claim or make a complaint.

Scope - who this applies to

Our TCF policy sets out our expectations of best practice and applies to funeral directors who promote and sell our funeral plans and are covered under the contractual arrangements in place between Golden Charter and the funeral director.



Golden Charter and TCF – putting it into practice

We believe that TCF should be embedded in our culture and conduct, and that the same should apply to all funeral directors that promote and carry out our funeral plans.

We see TCF as being about working with customers in a way that ensures they get fair treatment at every stage of the process.

Culture

Each company's culture is made up of the values, mind-sets and behaviours that define it. It is through establishing the right culture that staff within companies can convert their good intentions into actual fair outcomes for customers.

We aim to ensure that all funeral directors promoting our funeral plans understand and aspire to achieve the TCF outcomes in how you deal with customers that you introduce to Golden Charter. It will mean that you formalise many of the positive behaviours that your staff already display.

It means:

- having a duty of care to every customer.
- your company encourages the right behaviours through supporting its staff.
- that your staff feel able to speak up if they feel something isn't right.
- management are open to feedback and take action when issues are identified.
- that all customers are treated fairly.

It's not just about doing it but also providing evidence that you do. This applies to all of us as we work together to meet the standards that our customers are entitled to expect of us.

Doing so will also enable us all to strengthen both our own reputation and that of the wider funeral planning industry.

Processes and Procedures

Embedding TCF is about incorporating it into all our decision making, processes and procedures to ensure customers remain at the heart of our businesses.

It is important that all businesses and all members of staff involved in the sale of Golden Charter funeral plans keep up-to-date with all of Golden Charter's communications on TCF.

Everyone has a responsibility to do this, not just owners and management.

Training and Support

We have contractual arrangements in place to provide you with handbooks, guidance documents, policies and training as part of the support we give to firms we work with. All of this is carried out with the aim of ensuring the fair treatment of customers taking out a funeral plan.

We also have an obligation to those firms and customers to ensure that:

- Our training and support is relevant to the relationship we have;
- We have adequate levels of quality monitoring in place to maintain levels of service to customers; and
- Feedback and development structures are put in place to help improve standards.

Policy Review

This policy document is reviewed annually to ensure our TCF approach remains appropriate.