

MU 82/22 - LIA DISCIPLINARY FRAMEWORK FOR TIED REPRESENTATIVES	LIA Standard Disciplinary Action
<b>Criminal offences</b>	
Forgery <i>(the forging of signature of another person on any document, use of any counterfeit document to deceive the recipient of the document to believe it is genuine)</i>	T
Cheating <i>(a person who fraudulently misrepresent features of products, sell bogus policy, or deceive another party entering into a contract or change terms of an existing contract with false)</i>	T
Impersonation <i>(the act of pretending to be another person)</i>	T
Criminal Breach of Trust <i>(conversion of monies entrusted by prospect/policyholder for their own use)</i>	T
Money Laundering Activities and Financing of Terrorism <i>(assistance to any person to retain benefits of drug trafficking or criminal conduct, provide or collect funds/properties for terrorism-related purpose)</i>	T
Corruption <i>(acceptance of remuneration or benefits from any person or company for services rendered in connection with a policy or claim. The giving or offering of any bribe to any person or company in order to gain commercial, contractual or regulatory advantage )</i>	T
<b>Breach of regulatory requirements</b>	
Provision of financial advisory services before obtaining RNF code	W / S / T
Improper Switching/Replacing of Policy <i>(switching of policies in customer's detriment)</i>	W / S / T
Negligent / Innocent Misrepresentation <i>(false, misleading statement or withholding material information)</i>	W / S / T
Non-provision of mandatory sales documents <i>(Representatives must give a copy of these documents to prospect;</i> - fact-find form - policy illustration - product summary - your guide to life insurance (not applicable for A&H policies) - your guide to health insurance for A&H policies, - fund information booklet for investment-linked policies)	W / S / T
Mis-selling <i>(policy was unsuitable/ unaffordable/ no basis of recommendation)</i>	W / S / T
Non-Rep (Sub-Agent who is not a representative of the insurer) closed sale on behalf of another Rep	S / T

Code	What it means:
T	Contract Termination
S	Suspension
W	Letter of Warning

Late/failure to notify in change of particulars <i>(Representatives are required to notify the insurer of any changes to their personal particulars, financial soundness, honesty and integrity within 7 calendar days after the change )</i>	W / S / T
Unapproved Introducers <i>(Representatives are not allowed to enter into any arrangement with an introducer to carry out introducing activities, unless it is approved by the company)</i>	W / S / T
Poor Documentation of client's investment objective/ situation/ needs	W / S / T
PDPA Breach <i>(failure to obtain consent before collecting, using or disclosing personal data for a purpose)</i>	W / S / T
Use and Dissemination of Marketing/Recruitment Materials and Information  <i>Representatives should use and disseminate materials and information that have been approved for such purposes. The contents disseminated through any means or medium must not be inappropriate, inaccurate, inadequate and/or misleading.</i>  <i>Such materials and information include but are not limited to:</i> - advertisement - annual report - call script - flyer/brochure/pamphlet/poster/postcard - newsletter/magazine - sales presentation material - survey form - online content sharing in any medium which include but not limited to: a) Emails b) Websites, social media and eCommerce platforms c) Messaging applications and platforms d) Metaverse platforms and digital environments)	W / S / T
<b>Breach of insurer's internal guidelines</b>	<b>Insurer's Internal Standards</b>
Non-issuance of receipt for cash collection <i>(Representatives must issue an official receipt for cash collected)</i>	W
Collection of Cash beyond stipulated limit <i>(collection of cash by representatives must be within the amount stipulated by the insurer)</i>	W
Customer transferring premiums to Rep's bank account <i>(Representatives must not allow customer to transfer premium to rep's bank account)</i>	W
Unauthorised Cross-Border / Remote Overseas Sales Activities <i>(Representatives shall only conduct business in a manner as authorised by the insurer)</i>	T
Cross-Selling to another Rep <i>(Representatives are not allowed to sell any policy to another representative unless approval has been obtained)</i>	W

Non-Delivery of Policy Documents <i>(i.e. welcome letter, policy certificate, policy booklet)</i>	W
Finance premiums for customers <i>(Representatives are not allowed to pay premiums in any form for their prospects/policyholders)</i>	W
Collection of fines from Reps by Agency Leaders <i>(Agency leaders are not permitted to impose fines on the representatives)</i>	W
Provision of rebate to induce customer to purchase a policy <i>(Representatives are not allowed to provide any consideration or favour to induce prospects to buy a policy)</i>	W
Manipulation of sales for awards/ benefits/ promotions/ appointments <i>(Representatives must not manipulate their production for personal gains)</i>	S / T
Failure to obtain policyholder's authorisation before making changes to his/her policy	W / S / T
Unauthorised spokespersons <i>(Representatives must obtain approval from insurer before accepting any interview or comment on any issue featuring them as a representative of the insurer. Representatives must not act as spokespersons for insurer)</i>	W
Unprofessional Conduct <i>(Representatives must not bring disrepute to the insurer. Examples: - harass prospects at public places - send rude or insensitive messages to prospects/policyholders)</i>  <i>* Where the poor conduct constitutes a breach of LIA MU 48/20 "Poor Conduct of Representatives occurring within Public Premises or within Areas in the Vicinity of Public Premises", the minimum disciplinary action is a 3-months suspension, unless the representative has been penalised under the BSC framework.</i>	W / S
Rep closed sale on behalf of another Rep <i>(Representative is not allowed to close a sale on behalf of another representative if the latter was not present at the sales presentation and signing of proposal form)</i>	W
Non-RNF individual closed sale on behalf of a Rep <i>(Representative is not allowed to get a non-RNF individual to provide any financial advice to a prospective customer or close a sale.)</i>	S / T
Poor Service <i>(Failing to render prompt after sales service to policyholders)</i>	W
Request customers to reveal their SingPass (PIN) <i>(Representatives shall not request their policyholders/prospects to reveal their SingPass to them)</i>	W
Pre-Signed Forms <i>(Representatives must not get their prospects/policyholders to sign blank or partially filled documents, forms or letters.)</i>	W

Provision of financial advice / performing sales related activities during suspension period.	S / T
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**Note**

Members may:

- (a) adopt a higher standard, such as having suspension or demotion as standard disciplinary action for certain misconduct;
- (b) include additional misconduct not in the list.

Any variation, including instances where any offence is not applicable, is to be documented.