

# Danum Financial Services Limited Guide To How We Will Try To Ensure We Treat Our Customers Fairly

As an independent financial advisers through Financial Limited, we believe we need to pay due regard to the interests of clients and treat them fairly. "Treating Customers Fairly" (or TCF as it is shortened to) is something that all professional advisers should be doing in their day-to-day business, and has been focused on by the Financial Services Authority, who regulates our industry. We try to measure our success against six defined outcomes for consumers detailed in the "consumer outcome" column in the table below.

This is not just about customer satisfaction. Satisfied customers may not always have been treated fairly. TCF is about delivering improved outcomes for clients, so they are confident we will provide to them fair treatment at all times.

**This document is our attempt to provide a Company policy to explain TCF and help understand what it means to both the Company and client. This policy will form part of our day to day processes and will underpin the foundations of what we are trying to achieve.**

No.	Consumer Outcome	How We Try To Achieve This
1	Consumers can be confident that they are dealing with firms where the fair treatment of customers is central to the corporate culture;	TCF is driven from the top of Danum Financial Services Limited and within its network Virtual Net. We try and reflect TCF in everything we do from recruiting the right staff; determining remuneration bases; deciding on strategy; and communicating with our customers.
2	Products and services marketed and sold in the retail market are designed to meet the needs of identified consumer groups and are targeted accordingly;	As independent advisers, we use appropriate research tools to initially narrow down the product universe. Then, when we have a shortlist, we individually research products and funds to make sure they are fit for purpose and fair. Only then do we look to recommend specific products as solution to client needs. We will always offer a full advice review on clients, to understand their needs and risk profile, before making any advice solution and product recommendations.
3	Consumers are provided with clear information and are kept appropriately informed before, during and after the point of sale	Clear and balanced communication is a key component of our approach to TCF, and we strive to ensure all advertisements; recommendation letters and verbal discussions are clear, fair and not misleading in any way.. Effective point of advice disclosure is essential to enable clients to understand the characteristics of the advice and product they are buying and to help them understand whether and why it meets their requirements. Post-advice disclosure is important in helping clients be aware of product performance, the opportunities to act at certain points in the product lifecycle and changes in the terms and conditions. We will telephone, write or email as appropriate and agreed with clients to let them know what is happening as they continue to be a customer of ours.

4	Where consumers receive advice, the advice is suitable and takes account of their circumstances;	We work to provide suitable advice for clients and ensure that any recommendation always reflects their needs, priorities and circumstances, both now and what they can see going forward. We do this through completing a full fact find, ascertaining their attitude to risk and listening actively to ensure we understand what they are saying. We will then clearly explain to them their options so they understand any risks and limitations of any advice solutions and product recommended, as well as its benefits.
5	Consumers are provided with products that perform as firms have led them to expect, and the associated service is both of an acceptable standard and as they have been led to expect;	We are clear with clients through our recommendation letters and other reports - together with verbal communication - about what product or service is being provided and the range of possible results and experiences for them. For products which involve market risk for clients, we provide written clarity about the possible impact of, for example, stock market movements or for general insurance, clarity about exclusions and limits of being able to claim. We make it clear to clients if the product they purchase can perform poorly, for example equity market falls can lead to losses and some insurance claims will fall into exclusions.
6	Consumers do not face unreasonable post-sale barriers imposed by firms to change product, switch provider, submit a claim or make a complaint	Post-advice we make sure that clients can change products or switch providers without incurring excessive penalty from us, or a product supplier, wherever possible. If penalties do exist, we will make sure clients are fully appraised of them before entering into any commitment. We also do not make it unnecessarily difficult for clients to complain when something goes wrong.

This document is part of our commitment to our existing and future clients and ensure that we treat them fairly at all times. We will never knowingly treat clients unfairly.