

# **Guaranty Income Life Insurance Company**

## **PRINCIPLES OF ETHICAL MARKET CONDUCT**

We firmly believe that compliance, as a way of doing business, is far more cost-effective than the alternative of compliance as a reaction to a crisis. Therefore, we have adopted the following "Principles of Ethical Market Conduct" developed by the American Council of Life Insurance:

1. To conduct business according to high standards of honesty and fairness and to render that service to its customers which, in the same circumstances, it would apply to or demand for itself.
2. To provide competent and customer-focused sales and services.
3. To engage in active and fair competition.
4. To provide advertising and sales materials that are clear as to purpose and honest and fair as to content.
5. To provide for fair and expeditious handling of customer complaints and disputes.
6. To maintain a system of supervision and review that is reasonably designed to achieve compliance with these "Principles of Ethical Market Conduct."