

Responsible Financial Sector

Good operating practices are the foundation of our work. We operate honestly, professionally, reliably and transparently. We are truthful and clear in our communications when we market and give advice on our services. We carefully train our personnel in their tasks. We operate in compliance with legislation and good practices, and believe that the entire sector benefits from transparent and fluent governance. We adhere to the good practices for banking and insurance, voluntarily compiled by the financial sector.

The following cornerstones of our operating practices have been defined cooperatively by Finance Finland and its member organisations. They apply to Finance Finland and all of its members.

TRUST AND TRANSPARENCY ARE INTEGRAL TO OUR CUSTOMER RELATIONSHIPS

To us, a customer relationship means mutual openness and honesty. Long-term customer relationships foster trust. We look after our customers' assets and insurance cover, adhering to legislation and the terms of each customer's contract. It is essential to us that we are able to clearly and thoroughly explain what our service is about, what the terms and conditions of the service are, and which needs of the customer the service is designed for. We consider the customer's financial situation in our service provision. Potential conflicts of interest with or between our customers we solve immediately and appropriately.

OUR CUSTOMERS' DATA IS SAFE WITH US

Our customers' data is safe and secure with us. We adhere to bank and insurance secrecy, and will not disclose any information without the customer's permission or unless requested by someone entitled by law to obtain such information. Customer information is only handled by personnel who need to do so to serve the customer. We ensure that our data systems can guarantee the safekeeping of customer data.

WE WORK ACTIVELY TO PREVENT CRIMINAL ACTIVITY AND DAMAGES

We will not tolerate the use of our services for criminal purposes in any shape or form. We work proactively to prevent and combat all kinds of dishonest and criminal activity in cooperation with the police and authorities, whether it is a case of money laundering, terrorist financing, fraud, underground economy or any other illicit operation. Loss prevention is fundamental to us. A damage prevented is always better than a damage compensated.

WE INVEST IN THE FINANCIAL LITERACY OF FINNS OF ALL AGES

Our aim is for all Finns to have a basic understanding of financial and economic matters, both personal and general. We are engaged in close cooperation with many other organisations and institutions to achieve this aim.

WE PROMOTE SUSTAINABLE DEVELOPMENT AND CURB CLIMATE CHANGE

We as a sector are committed to the international principles for responsible banking, insurance and investment. For us, promoting sustainable development means consistent consideration of environmental, social and governance factors in our operations. We are actively involved in climate action and cooperation to reach the goal of the Paris climate accord: limiting global warming to below 1.5 degrees Celsius. We are continually working to further responsibility together with our stakeholders.

WE TREAT ALL OUR CUSTOMERS FAIRLY AND EQUALLY

We respect human rights. We do not discriminate against anyone based on gender, origin, nationality, religion or conviction, handicap, age, sexual orientation, or any other personal characteristic. Without legitimate reason, we will not refuse to serve a consumer customer.

WE PROMOTE EQUALITY AND DIVERSITY AMONG OUR PERSONNEL

We work together to find new ways of increasing trust and workplace well-being. We support our employees' life-long learning. We promote equality and support diversity in the workplace.