

AFP®

CERTIFICANT

Manual







香港財務策劃師學會
INSTITUTE OF FINANCIAL PLANNERS OF HONG KONG

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Guide to Use of the AFP® Marks

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Should there be any discrepancy between the English and Chinese versions of this “Guide to Use of the AFP® Marks”, the English version shall prevail.

Effective: October 2020



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Introduction

Financial Planning Standards Board Ltd. (“FPSB”) owns the CFP®, CERTIFIED FINANCIAL PLANNER®, ,  CERTIFIED FINANCIAL PLANNER®, AFP®, ASSOCIATE FINANCIAL PLANNER®,  **AFP** and  **ASSOCIATE FINANCIAL PLANNER®** certification and service marks (“CFP marks” and “AFP marks”), and oversees the development of international CFP certification and AFP certification standards to benefit and protect consumers outside the United States.

By meeting and maintaining FPSB’s licensing and affiliation requirements and standards, The Institute of Financial Planners of Hong Kong (IFPHK) is authorized to administer the CFP certification and AFP certification program in Hong Kong and Macau.

Individuals who have met the IFPHK’s initial certification and renewal standards of AFP certification are authorized to use the following four marks in Hong Kong and Macau:

AFP®
ASSOCIATE FINANCIAL PLANNER®
 **AFP**
 **ASSOCIATE FINANCIAL PLANNER®**

A person’s use of the above AFP marks identifies that he or she has met rigorous ethics, competency and professional practice standards to deliver personal financial planning services in Hong Kong and Macau, as established by FPSB and locally adapted and administered by the IFPHK in Hong Kong and Macau.

To benefit and protect the public, the IFPHK must ensure that the AFP marks are protected and used properly in Hong Kong and Macau, and that any person using the AFP marks has met appropriate certification requirements. Unlike licenses to practice or educational credentials, AFP certification and their service marks must be used in compliance with trademark law in Hong Kong and Macau.

If trademarks marks are used improperly, they could eventually lose their protective status. If this were to happen to the AFP marks, AFP professionals would lose the differentiation of the certification and consumers would be unable to rely on the AFP certification as marks of quality for professional personal financial planning. To prevent this, the IFPHK requires all stakeholders to follow these guidelines for the use of the AFP marks.

Please familiarize yourself with the contents of this Guide before using the AFP marks. If you would like the IFPHK to review materials that you are developing which feature the AFP marks, please contact us at info@ifphk.org.





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1. Rules for Use of the AFP® Marks



- 1.1 The marks AFP®, ASSOCIATE FINANCIAL PLANNER®,  and  ASSOCIATE FINANCIAL PLANNER® should be used only as described in this guide.
- 1.2 AFP certificants and other IFPHK stakeholders acknowledge that FPSB is the sole, absolute and exclusive owner of all rights, title and interest in, and to, the AFP marks outside the United States.
- 1.3 AFP certificants and other IFPHK stakeholders will not challenge FPSB. as the sole, absolute and exclusive owner of all right, title and interest, including the associated goodwill, in the AFP marks outside the United States.
- 1.4 AFP certificants and other IFPHK stakeholders will not challenge the validity of the AFP marks.
- 1.5 AFP certificants and other IFPHK stakeholders will not adopt, use or promote any mark that is confusingly similar to any of the AFP marks, as determined by FPSB.
- 1.6 AFP certificants and other IFPHK stakeholders will not take, encourage or promote any action that would/does impair the rights of FPSB in and to the AFP marks or the goodwill associated with them, or use the AFP marks in a way that would make it difficult for FPSB to assert its ownership of the AFP marks outside the United States.
- 1.7 AFP certificants are subject to the conditions relating to use of the AFP marks as set forth in IFPHK's AFP Certification Renewal Application Form, if not included in this guide.
- 1.8 The AFP marks must be used in a way that makes it clear that FPSB owns them. The marks may not be used to imply FPSB's endorsement of an individual or company (even when one or more employees are certified by the IFPHK to use the AFP marks).
- 1.9 The AFP marks may not be used as part of the name of an individual's business or company.
- 1.10 The form of the AFP marks may not be altered by modifying in text form, animating, making three-dimensional, or using them on a patterned background, as a watermark, or as part of the background itself.



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- 1.11 Where possible, use the Hong Kong and Macau-specific legal notice (see section 9) or the following notice in materials that use the AFP marks: “Financial Planning Standards Board Ltd. (FPSB) owns the AFP®, ASSOCIATE FINANCIAL PLANNER®,  **AFP®** and  **ASSOCIATE FINANCIAL PLANNER®** marks outside the United States, and permits qualified individuals to use these marks to indicate that they have met FPSB's initial and ongoing certification requirements.”





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2. General Requirements for Using the AFP® Marks

AFP certificants should follow the FPSB and the IFPHK's requirements when using the AFP®, ASSOCIATE FINANCIAL PLANNER®,  AFP and  ASSOCIATE FINANCIAL PLANNER® marks in communications and collateral materials. You will greatly assist FPSB and the IFPHK in protecting the AFP marks if you follow these general rules that apply to all marks.

2.1 Always Use the AFP® Marks as Adjectives

The AFP marks must never be used as nouns, they must always be used as an adjective modifying a noun.

Correct Use:

- I am an AFP® professional.
- My ASSOCIATE FINANCIAL PLANNER® practitioner is named Simon Lim.

Incorrect Use:

- I am an AFP®
- My planner is an ASSOCIATE FINANCIAL PLANNER®

2.2 Only Modify Certain Nouns with the AFP® Marks

Since the AFP marks identify individuals who have met the AFP certification standards, they should modify nouns that refer to individuals, the certification program or the marks themselves. There are five approved nouns that can follow the AFP marks – “certificant”, “certification”, “mark”, “practitioner” and “professional”.

Correct Use:

- AFP® professional
- AFP® practitioner
- ASSOCIATE FINANCIAL PLANNER® mark

Incorrect Use:

- AFP® firm
- AFP® advertisement
- ASSOCIATE FINANCIAL PLANNER® qualification



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3. Requirements for Using the AFP® Mark

- Always use capital letters.
- Never use periods (unless at the end of a sentence, e.g., “I received advice from Simon Lim, AFP®.”).
- Always use the ® superscript symbol.
- Always use with the approved nouns: “certificant”, “certification”, “mark”, “practitioner” and “professional”.

3.1 The AFP® mark must appear in all capital letters and without periods between the letters.

Correct Use:

- Simon Lim, AFP®

Incorrect Use:

- Simon Lim, afp®
- Greta Lange, A.F.P.®

3.2 The AFP® mark must appear with the ® superscript symbol in which the mark is being displayed in its first use in printed materials.

Correct Use: (as first use in printed materials)

- Greta Lange is an AFP® professional.

Incorrect Use (as first use in printed materials):

- Simon Lim is an AFP professional specializing in estate planning.

3.3 The AFP® mark must not be used as a parenthetical abbreviation for ASSOCIATE FINANCIAL PLANNER®.

Correct Use:

- Greta Lange is an AFP® practitioner or ASSOCIATE FINANCIAL PLANNER® practitioner

Incorrect Use:

- Simon Lim is an ASSOCIATE FINANCIAL PLANNER® (AFP®) professional.



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3.4 The AFP® mark must be used as a descriptive adjective, not as a noun or a verb, except when used within a signature block, on letterhead or on a business card.

Trademark law requires that a mark be used as a descriptive adjective, not as a noun or verb. An exception applies when the AFP mark is used following an individual's name, e.g., Simon Lim, AFP®.

Correct Use:

- Simon Lim is an AFP® certificant.
- Mary Murphy practices financial planning as an AFP® certificant.

Correct Use: (Following Practitioner's Name)

- Peter Chan, AFP®
- Greta Lange, AFP®
Lange Financial Services

Incorrect Use:

- Simon Lim is an AFP®.
- He practices financial planning as an AFP®.

3.5 The AFP® mark may not be used as a plural or possessive word.

Correct Use:

- Greta Lange and Simon Lim are AFP® certificants.
- The AFP® certificants' seminar was sold out.

Incorrect Use:

- Simon Lim and Paul Chan are AFPs®.
- The AFP® s' seminar was sold out.

3.6 The AFP® mark should be used exclusively with the approved nouns: "certificant", "certification", "mark", "practitioner" and "professional".

Correct Use:

- Simon Lim is an AFP® certificant.
- Greta Lange is an AFP® professional who got her AFP certification this year.

Incorrect Use:

- Simon Lim is an AFP®.
- Greta Lange has obtained her AFP® degree.



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4. Requirement for Using the ASSOCIATE FINANCIAL PLANNER® Mark

- Always use capital letters to distinguish the mark from surrounding text.
- Always use the ® superscript symbol.
- Always use with the approved nouns: “certificant”, “certification”, “mark”, “practitioner” and “professional”.

4.1 The ASSOCIATE FINANCIAL PLANNER® mark must appear in all capital letters.

Correct Use:

- Simon Lim is an ASSOCIATE FINANCIAL PLANNER® professional.

Incorrect Use:

- Simon Lim is an Associate Financial Planner® professional.

4.2 The ASSOCIATE FINANCIAL PLANNER mark must appear with the ® superscript symbol in its first use in printed materials.

Correct Use:

- Her clients like working with an ASSOCIATE FINANCIAL PLANNER® practitioner.

Incorrect Use:

- Her clients like working with an ASSOCIATE FINANCIAL PLANNER practitioner.

4.3 The ASSOCIATE FINANCIAL PLANNER® mark must not be used as a parenthetical abbreviation for the AFP® mark.

Correct Use:

- Greta Lange is an AFP® practitioner or ASSOCIATE FINANCIAL PLANNER® practitioner.

Incorrect Use:

- Simon Lim is an AFP® (ASSOCIATE FINANCIAL PLANNER®) practitioner.



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4.4 The ASSOCIATE FINANCIAL PLANNER® mark must always be used as a descriptive adjective, not as a noun or a verb, except when used within a signature block, on letterhead or on a business card.

Trademark law requires that a mark be used as a descriptive adjective, not as a noun or verb. An exception applies when the AFP mark is used following an individual's name.

Correct Use:

- Simon Lim is an ASSOCIATE FINANCIAL PLANNER® professional.

Correct Use (Following Practitioner's Name):

- Simon Lim, ASSOCIATE FINANCIAL PLANNER®
Lim Financial Services

Incorrect Use:

- Mary Murphy provides associate financial planning.

4.5 The ASSOCIATE FINANCIAL PLANNER® mark must not be used as a plural or possessive word.

Correct Use:

- Simon Lim and Greta Lange are ASSOCIATE FINANCIAL PLANNER® professionals.
- The ASSOCIATE FINANCIAL PLANNER® professionals' seminar was sold out.

Incorrect Use:

- Simon and Greta are ASSOCIATE FINANCIAL PLANNERS®.
- The ASSOCIATE FINANCIAL PLANNER®'s seminar was sold out.

4.6 The ASSOCIATE FINANCIAL PLANNER® mark should be used exclusively with the approved nouns: “certificant”, “certification”, “mark”, “practitioner” and “professional”.

Correct Use:

- Simon Lim is an ASSOCIATE FINANCIAL PLANNER® professional.
- He has obtained the ASSOCIATE FINANCIAL PLANNER® certification.

Incorrect Use:

- Simon Lim is an ASSOCIATE FINANCIAL PLANNER® advisor.
- He completed the ASSOCIATE FINANCIAL PLANNER® course.



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5. Requirements for Using the AFP and ASSOCIATE FINANCIAL PLANNER® Marks

- Always use the three components of the logo – flame, “AFP” or “ASSOCIATE FINANCIAL PLANNER” and the superscript symbols (“®”).
- Always reproduce the logo mark from original artwork. You may request for the original artwork file by contacting us at info@ifphk.org.
- Never alter or modify the logo marks.

5.1 The logo mark is comprised of three components: the flame element, the letters “AFP” or the words “ASSOCIATE FINANCIAL PLANNER” and the “®” symbol. These three components must be used together as one unit at all times to protect the visual integrity of the mark.

Correct Use:



Incorrect Use:

- Any deviation from the three components above is a misuse and is an unacceptable use.

5.2 All reproduction of the AFP and ASSOCIATE FINANCIAL PLANNER® marks must be made from original reproduction artwork as provided by the IFPHK.

Correct Use:



Incorrect Use:

- Do not use without the appropriate trademark symbol.
- Do not use without the flame.
- Do not use the flame alone.
- Do not separate the graphic elements.
- Do not add other elements.
- Do not re-proportion the elements.
- Do not reproduce the mark in unapproved colors.
- Do not reproduce the mark on complex backgrounds.



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- 5.3 Under no circumstances may the logo marks be altered, modified or hand drawn, nor may they be typeset, reproduced or electronically scanned in such poor quality as to distort or significantly alter its appearance.

Correct Use:




Incorrect Use:

- Do not use poor quality reproduction art.
- Do not try to recreate the mark.
- Do not skew or distort the mark.
- Do not use the mark in outline form.


- 5.4 The logo marks should be clearly associated with the individual certified by the IFPHK.

Correct Use:

 **AFP** Simon Lim, AFP®

 **ASSOCIATE FINANCIAL PLANNER** Simon Lim, AFP®

Incorrect Use:

 **AFP** Lim Financial Services Corp.

 **ASSOCIATE FINANCIAL PLANNER** Lim Financial Services Corp.



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6. Rules for Reproducing the **AFP** and **ASSOCIATE FINANCIAL PLANNER** Marks

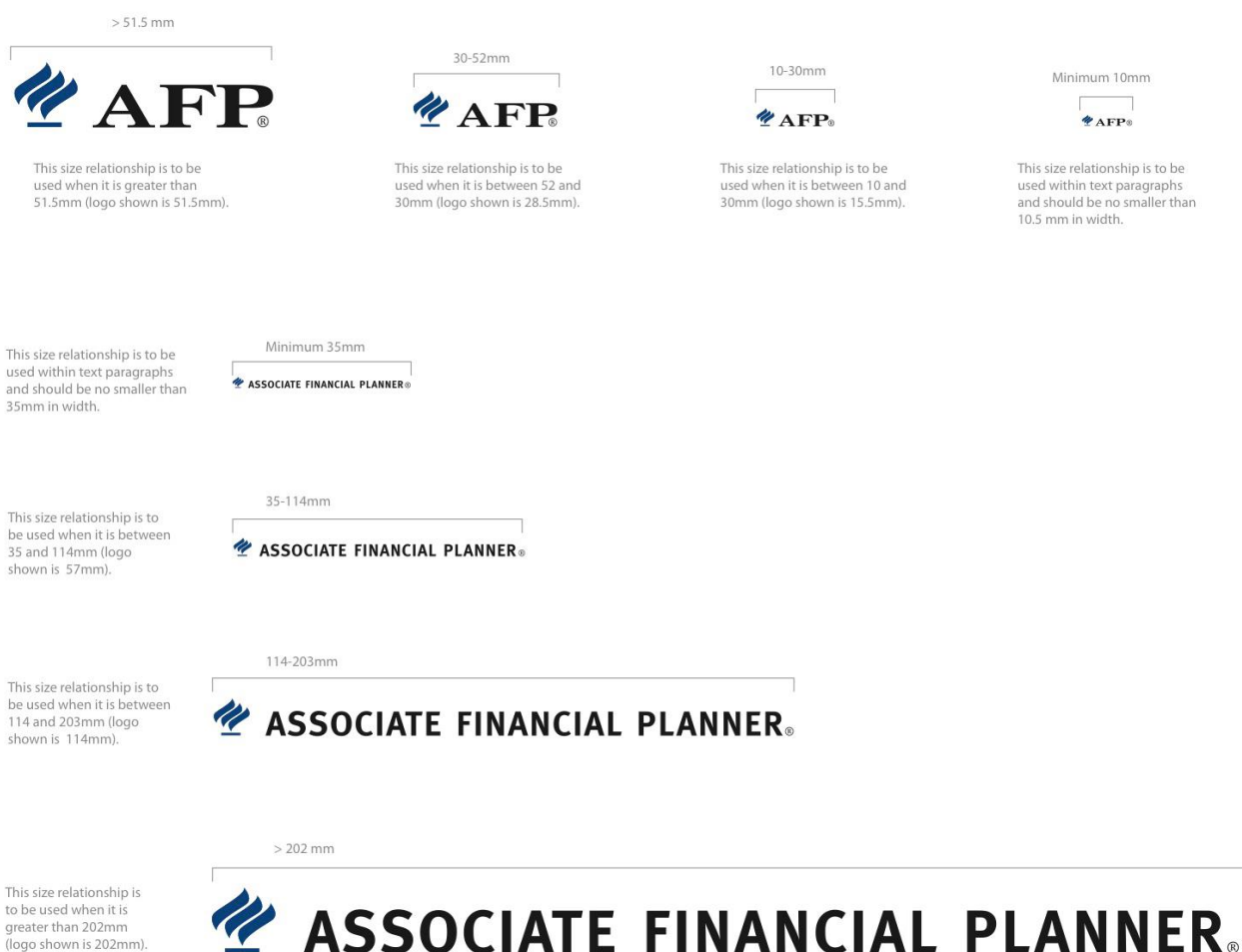
To control the quality of the appearance of the  **AFP** and  **ASSOCIATE FINANCIAL PLANNER** marks, the IFPHK requires all reproductions to be made from original artwork, be readable, legible and on approved backgrounds, and have consistent use of color. The information below will provide your print vendor the information necessary to create proper reproductions of the marks.

6.1 Original Artwork

All reproductions of the  **AFP** and  **ASSOCIATE FINANCIAL PLANNER** logo marks must be made from original artwork provided by the IFPHK. To obtain positive and reverse reproduction images, contact us at info@ifphk.org.

6.2 Readability

To maintain readability of the trademark symbol, the following four graphic relationships between the mark and the trademark symbol have been developed.






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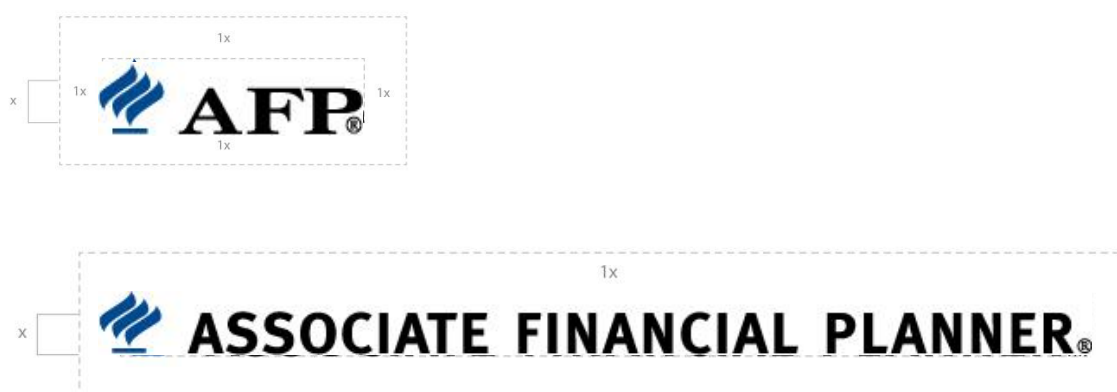
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6.3 Legibility

The impact and legibility of the printed  **AFP** and  **ASSOCIATE FINANCIAL PLANNER** marks will be lessened by crowding it with other visual elements. A clear zone surrounding the mark has been established as an area into which no other graphic imagery or other visual elements may enter. As shown below, this space is determined by the cap height of 'AFP,' the typographic element of the  **AFP** logo mark, as represented by 'x' in the graphics below. The one exception to this rule is when the mark is used within text.

A similar clear zone for the  **ASSOCIATE FINANCIAL PLANNER** mark must be maintained.



To ensure optimum legibility of the  **ASSOCIATE FINANCIAL PLANNER** logo mark, a minimum reproduction size of 36mm and 10.5mm respectively is recommended. If reduced to a smaller size, the overall legibility and visual impact of the mark may be compromised.

6.4 Approved Backgrounds

The positive mark should be used on light colored backgrounds ranging from white to values no darker than 40% of black. The marks should be reversed if used on dark backgrounds from 50%-100% value of black.

6.5 Color Options

Consistent use of color in the mark is important to establish immediate recognition of individuals certified by the IFPHK. The required two-color option for the mark uses PANTONE® 280 Blue for the flame element and black for the "AFP" and ® trademark symbol.







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7. Using the AFP® Marks on Promotional Materials

The marks AFP®, ASSOCIATE FINANCIAL PLANNER®,  **AFP** and  **ASSOCIATE FINANCIAL PLANNER**® may be used on promotional materials provided the following requirements are met:

- 7.1 Use the AFP marks as described in this guide. Merchandise authorized by the IFPHK is the only case where some exceptions to these rules may apply.
- 7.2 Link the AFP marks clearly to an individual or group of individuals certified by the IFPHK in Hong Kong and Macau; promotional materials may not contain the AFP marks alone. The IFPHK's publications that pertain the AFP certification in general are one of the exceptions to this rule.
- 7.3 Note the date of the promotion.
- 7.4 Do not produce promotional items for re-sale.
- 7.5 Use the AFP marks only on promotional items that are in good taste and that do not degrade the marks.
- 7.6 Use only original artwork to reproduce the  **AFP** and  **ASSOCIATE FINANCIAL PLANNER**® marks.

Letterhead and Business Cards (not shown actual size)

- A. Stationery shows all marks (AFP®, ASSOCIATE FINANCIAL PLANNER®,  **AFP** and  **ASSOCIATE FINANCIAL PLANNER**®) after personalization and in close proximity to personalization.

John A. Doe, AFP®
ASSOCIATE FINANCIAL PLANNER® Professional
 **AFP**
 **ASSOCIATE FINANCIAL PLANNER**®.

- B. Stationery shows marks (AFP® and ASSOCIATE FINANCIAL PLANNER®) after personalization.

John A. Doe, AFP®
ASSOCIATE FINANCIAL PLANNER® Professional
President






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Resume (not shown actual size)

Show all marks (AFP®, ASSOCIATE FINANCIAL PLANNER®,  and  ASSOCIATE FINANCIAL PLANNER®) after personalization and in close proximity to personalization.

	JOHN A. DOE, AFP® ASSOCIATE FINANCIAL PLANNER® Professional 1234 North Street Anytown, IL61000
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8. Using the AFP® Marks in Electronic Media

Websites

8.1 Use the AFP marks as described in this guide.

8.2 In the content of each individual web site page, only the **first use** of each mark needs the ® superscript symbol.

8.3 The AFP marks and ASSOCIATE FINANCIAL PLANNER marks should appear only once in the meta-text of the code within each web site page belonging to an individual currently certified by the IFPHK.

Correct Use:

- <META name “keywords” content = “AFP”>
- <META name “keywords” content = “ASSOCIATE FINANCIAL PLANNER, AFP”>

Incorrect Use:

- <META name “keywords” content = “AFP, AFP, AFP, AFP”>
- <META name “keywords” content = “ASSOCIATE FINANCIAL PLANNER, ASSOCIATE FINANCIAL PLANNER, ASSOCIATE FINANCIAL PLANNER”>

8.4 The AFP marks and ASSOCIATE FINANCIAL PLANNER marks may be used as website hyperlinks only if they link directly to FPSB’s website, www.fpsb.org.

Domain Names

8.5 The AFP marks and ASSOCIATE FINANCIAL PLANNER marks may not be used as part of a domain name. They may appear as text or images throughout the web site, according to the IFPHK’s rules for proper use.

Correct Use:

- www.peterchanfinancialplanning.com
- www.abcpplanner.com

Incorrect Use:

- www.peterchanAFP.com
- www.abccertifiedfinancialplanner.com/AFP
- www.AskAFP.com



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E-mail Addresses

8.6 The AFP marks and ASSOCIATE FINANCIAL PLANNER marks may not be used as part of an e-mail address.

Correct Use:

- pchan@hotmail.com
- abcfinancialplanners@mchsi.com

Incorrect Use:

- AFPpeterchan@aol.com
- pchanAFP@msn.com
- pchan@AFP4U.com



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9. Hong Kong and Macau - Specific Trademark Symbols and Legal Notice

To claim ownership in Hong Kong and Macau, FPSB and the IFPHK require use of appropriate trademark symbols and legal notices. The proper legal notice for the AFP marks in Hong Kong and Macau is:

The CFP®, CERTIFIED FINANCIAL PLANNER®, ,  CERTIFIED FINANCIAL PLANNER®, AFP®, ASSOCIATE FINANCIAL PLANNER®,  AFP® and  ASSOCIATE FINANCIAL PLANNER® are trademarks owned outside the United States by Financial Planning Standards Board Ltd. The Institute of Financial Planners of Hong Kong is the marks licensing authority for the CFP Marks and AFP Marks in Hong Kong and Macau, through agreement with FPSB.



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10. Frequently Asked Questions

Q1. How do I know if I have fully complied with the requirements?

A1. You may contact the IFPHK with any questions, comments or concerns at 2982 7888 or info@ifphk.org.

Q2. What are the “marks”?

A2. “Marks” refer to the four AFP marks owned by FPSB: AFP®, ASSOCIATE FINANCIAL PLANNER®,  AFP and  ASSOCIATE FINANCIAL PLANNER®.

Q3. Why can't I call myself an “AFP”?

A3. The AFP marks do not indicate a title, but a certification that is given in recognition of one's satisfaction of FPSB's initial and ongoing certification standards. Therefore, you must use “AFP” as an adjective (as required by trademark law). The only exception is when the “AFP” mark is used following an individual's name, e.g. Simon Lim, AFP®.

Q4. Why do FPSB and the IFPHK insist on correct use of the AFP marks?

A4. Marks enforcement is consistent with FPSB's and the IFPHK's mission to protect the public. It is important that the AFP marks do not fall into common use and become generic. If the marks no longer stand for the competency, ethics and professional practice standards established by FPSB and the IFPHK, then we will be unable to protect the public as we do today. If the AFP marks are unprotected, the public will not be able to differentiate between a personal financial planner who has completed the rigorous AFP certification requirements and one who has not.

Q5. Can I take my AFP certification with me when I relocate to another Affiliate territory?

A5. Because each territory has its own specific legal, tax, regulatory and other systems and requirements, AFP certification is adapted to indicate financial planner competency for that territory. If you wish to hold yourself out as an AFP certificant capable of practicing financial planning in a new territory, you must meet the Affiliate's certification requirements for cross border certification. For certification requirements of each affiliate, you may refer to: http://www.ifphk.org/en_about_affiliations_list.aspx.

Q6. Do I have to use all four AFP marks (AFP®, ASSOCIATE FINANCIAL PLANNER®, AFP and ASSOCIATE FINANCIAL PLANNER®) in my business materials?

A6. No. You may use one, two or all three of the marks as long as you follow the appropriate rules for each mark.

Q7. Shall I report to the IFPHK of any misuse of AFP marks?

A7. The IFPHK understands that third party mark misuse is not within your control. As an AFP certificant, you have agreed to comply with the rules in this guide and we ask that you report back to the IFPHK if you encounter such cases.



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Q8. What happen if I do not follow the rules in this guide?

A8. As an AFP certificant, you have agreed to adhere to the rules and regulations set by the IFPHK. Following this guide is a condition of being permitted to display the marks. If for some reasons you decide not to follow the rules in this guide, you may be subject to the IFPHK's disciplinary process.

Q9. I want to promote proper use of the AFP marks but am not sure if I am using them correctly. Before I have advertising or business materials printed/published, can my materials be reviewed?

A9. The IFPHK encourages all AFP professionals to submit their use of the AFP marks in collateral materials for review prior to publishing. Remember to allow sufficient time before your scheduled print/publish date for the IFPHK to conduct an appropriate review.



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CODE OF ETHICS AND PROFESSIONAL RESPONSIBILITY

Introduction

The Code of Ethics and Professional Responsibility (Code) has been adopted by the Institute of Financial Planners of Hong Kong (IFPHK) to provide principles and rules to all persons.

Preamble and Applicability

The Code of Ethics and Professional Responsibility describes the minimum standards of acceptable professional conduct for financial planning professionals include but not limited to individuals authorized to use CFP trademarks (refer as “CFP certificants”), individuals authorized to use AFP trademarks (refer as “AFP certificants”) and candidates.

For purposes of this Code, a person recognized and certified by IFPHK to use the CFP trademark is called a CFP certificant, and a person recognized and certified by IFPHK to use the AFP trademark is called a AFP certificant. This Code applies to CFP/AFP certificants actively involved in the practice of financial planning, in other areas of financial services, in industry, in related professions, in government, in education or in any other professional activity in which the trademarks are used in the performance of their professional responsibilities. As part of the certification requirements, all CFP/AFP certificants have to abide by IFPHK’s Code of Ethics and Professional Responsibility. IFPHK relies on financial planning professionals’ professionalism and commitment to their clients in fostering the standards in this profession.

This Code also applies to candidates who are registered as such with IFPHK.

Composition and Scope

The Code consists of two parts: Part I – Ethical Principles and Part II – Rules of Conduct.



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Part I – Ethical Principles (Principles)

The Principles which are statements expressing in general terms the ethical standards that financial planning professionals should adhere to in their professional activities; the comments following each Principle further explain the intent of the Principle. The Principles are aspirational and are intended to provide guidance for financial planning professional on appropriate and acceptable professional behavior.

By adhering to the principles, financial planning professionals agree to provide financial planning in the interests of clients and with the highest ethical and professional standards, and agree to uphold and promote the interests of the financial planning profession for the benefit of society. As part of their professional commitment, financial planning professionals should provide appropriate disclosures and agree to be bound by ethical standards when delivering financial planning to clients.

The Principles reflects financial planning professionals' recognition of their responsibilities to the public, clients, colleagues and employers. The Principles guides the performance and activities of anyone involved in the practice of financial planning; the concept and intent of the principles are adapted and enforced on financial planning professionals by the Part II - Rules of Conduct.

Part II – Rules of Conduct (Rules)

The Rules establish standards for the level and type of conduct expected of financial planning professionals. The rules are not designed to be a basis for legal liability to any third party. The Rules serve as the enforcement mechanism for the Code of Ethics and Professional Responsibility. The Rules are binding on all financial planning professionals include individuals who have the right to use the CFP/AFP trademarks ("CFP/AFP certificants"). Financial planning professionals must be knowledgeable and aware of the Rules and must apply and abide by the Rules that are relevant to the financial planning professionals' activities.

Violations of the Rules may subject a financial planning professional to discipline by IFPHK. Because IFPHK is a professional body that require individuals to meet initial



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and ongoing certification requirements, discipline for violations of the Rules extend to the rights of individuals to use the CFP/AFP trademarks.

PART I – ETHICAL PRINCIPLES (PRINCIPLES)

Principle 1 – Best interest of clients

Act in the best interest of clients

Acting fairly, honestly and professionally in the best interest of the client is a hallmark of professionalism, requiring the financial planning professional to act honestly and not place personal gain or advantage before the client's best interest.

Principle 2 – Integrity

Provide professional services with integrity

Integrity requires honesty and candor in all professional matters. Financial planning professionals are placed in positions of trust by clients, and the ultimate sources of that trust is the financial planning professional's personal integrity. Allowance can be made for legitimate differences of opinion, but integrity cannot co-exist with deceit or subordination of one's principles. Integrity requires the financial planning professional to observe both the letter and the spirit of the Code.

Principle 3 – Objectivity

Provide professional services objectively

Objectivity requires intellectual honesty and impartiality. Regardless of the services delivered or the capacity in which a financial planning professional functions, objectivity requires financial planning professionals to ensure the integrity of their work, manage conflicts and exercise sound professional judgment.



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Principle 4 – Fairness

Be fair and reasonable in all professional relationships. Disclose and manage conflicts of interest

Fairness requires providing clients what they are due, owed or should expect from a professional relationship, and includes honesty and disclosure of material conflicts of interest. It involves managing one's own feelings, prejudices and desires to achieve a proper balance of interests. Fairness is treating others in the same manner that you would want to be treated.

Principle 5 – Professionalism

Act in a manner that demonstrates exemplary professional conduct

Professionalism requires behaving with dignity and showing respect and courtesy to clients, fellow professionals, and others in business-related activities, and complying with appropriate rules, regulations, and professional requirements. Professionalism requires the financial planning professional, individually and in cooperation with peers, to enhance and maintain the professional's public image and its ability to serve the public interest.

Principle 6 – Competence

Maintain the abilities, skills and knowledge necessary to provide professional services competently

Competence requires attaining and maintaining an adequate level of abilities, skills and knowledge in the provision of professional services. Competence also includes the wisdom to recognize one's own limitations and when consultation with other professionals is appropriate or referral to other professionals necessary. Competence requires the financial planning professionals to make a continuing commitment to learning and professional improvement.



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Principle 7 – Confidentiality

Protect the confidentiality of all client information

Confidentiality requires client information to be protected and maintained in such a manner that allows access only to those who are authorized. A relationship of trust and confidence with the client can only be built on the understanding that the client's information will not be disclosed inappropriately.

Principle 8 – Diligence

Provide professional services diligently

Diligence requires fulfilling professional commitments in a timely and thorough manner, and taking due care in planning, supervising and delivering professional services.

PART II - RULES OF CONDUCT (“RULES”)

1. A financial planning professional shall not communicate, directly or indirectly, to clients or any other parties any false or misleading information directly or indirectly related to the financial planning professional's qualifications or services.
2. A financial planning professional shall not mislead clients or any other parties about the potential benefits of the financial planning professional's service.
3. A financial planning professional shall disclose all relevant facts where the disclosure is necessary to avoid misleading clients or any other parties.
4. A financial planning professional shall not engage in conduct involving dishonesty, fraud, deceit or misrepresentation, or knowingly make a false or misleading statement to clients or any other parties.
5. A financial planning professional shall clearly identify with the client the assets, if any, over which the financial planning professional will take custody, exercise investment discretion, or exercise supervision.
6. A financial planning professional shall identify and keep updated records of all



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funds or other property of the client in the custody, or under the discretionary authority, of the financial planning professional.

7. A financial planning professional shall not commingle the client's property with the property of the financial planning professional, the financial planning professional's employer or with other clients' property unless the commingling is permitted by law, is explicitly authorized and defined in a written agreement between the parties, and the financial planning professional has sufficient record-keeping to track each client's assets accurately.
8. A financial planning professional shall at all times act honestly, fairly and professionally in the best interests of his or her clients and the integrity of the market.
9. A financial planning professional shall treat the client fairly and provide professional services with integrity and objectivity.
10. A financial planning professional shall ensure that his or her personal biases or interests do not adversely affect his or her services to clients
11. A financial planning professional shall make and/or implement only recommendations that are suitable for the client.
12. A financial planning professional shall offer advice to clients only in those areas in which he or she is competent. In areas where the financial planning professional is not competent, the financial planning professional shall seek the counsel of, and/or refer clients to, qualified professionals.
13. A financial planning professional shall maintain competence in all areas of his or her professional practice.
14. A financial planning professional shall keep informed about developments in



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financial planning and participate in continuing professional development.

15. If the services include financial planning or material elements of the financial planning process, a financial planning professional shall disclose the following information in writing to the client:

- a. An accurate and understandable description of the compensation arrangements being offered. This description must include information related to costs to the client and general form and source of compensation to the financial planning professional and/or the financial planning professional's employer; and terms under which the financial planning professional and/or the financial planning professional's employer may receive any other sources of compensation, and if so, what the sources of these payments are and on what they are based;
- b. A general summary of likely conflicts of interest between the client and the financial planning professional, the financial planning professional's employer or any affiliates or third parties, including, but not limited to, information about any familial, contractual or agency relationship of the financial planning professional or the financial planning professional's employer that has a potential to materially affect the relationship with the client;
- c. Any information about the financial planning professional and the financial planning professional's employer that could reasonably be expected to materially affect the client's decision to engage the financial planning professional;
- d. Any information that the client might reasonably want to know in establishing the scope and nature of the relationship, including but not limited to information about the financial planning professional's areas of expertise; and



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- e. Contact information for the financial planning professional and, if applicable, the financial planning professional's employer.

On an ongoing basis, the financial planning professional shall make timely disclosure to the client of any material changes to the above information.

16. A financial planning professional shall treat the client's information as confidential except as required in response to proper legal process or regulatory requirements; as necessitated by obligations to a financial planning professional's employer or partners; to defend against charges of wrongdoing; in connection with a civil dispute; or as needed to perform professional services on behalf of the client.
17. A financial planning professional shall take prudent steps to protect the security of the client's information and property, including the security of stored information, whether physically or electronically, that is within the financial planning professional's control.
18. A financial planning professional shall exercise reasonable and prudent professional judgment in providing professional services.
19. A financial planning professional shall be in compliance with all applicable legal and regulatory requirements governing professional services provided to the client.
20. A financial planning professional who is an employee/agent shall perform professional services with dedication to the lawful objectives of the employer/principal and in accordance with the IFPHK Code of Ethics and Professional Responsibility.



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21. A financial planning professional shall abide by the terms of all agreements with IFPHK, including, but not limited to, using the CFP/AFP trademarks properly and cooperating fully with IFPHK's professional review processes and requirements.
22. A financial planning professional shall meet all of the IFPHK's requirements, including continuing education requirements, to retain the right to use the CFP/AFP trademarks.
23. A financial planning professional shall notify IFPHK in writing of any conviction of a crime, or any professional suspension or revocation within 10 working days after the date on which the financial planning professional is notified of the conviction, suspension or revocation.
24. A financial planning professional shall not engage in any conduct which reflects adversely on his or her integrity or fitness as a CFP/AFP certificant, upon the CFP/AFP trademarks, or upon the financial planning profession.
25. A financial planning professional shall provide professional services in a timely and thorough manner.
26. Consistent with the scope of the engagement, a financial planning professional shall undertake a reasonable investigation of products and services to be recommended to clients. A financial planning professional may rely upon an investigation undertaken by a third party provided it is reasonable to place reliance on the quality of such investigation.
27. A financial planning professional shall provide reasonable and prudent professional supervision of, or direction to, any subordinate or third party to whom the financial planning professional assigns responsibility for any client services.



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28. A financial planning professional shall return the client's property upon request as soon as practicable or consistent with a time frame specified in an agreement with the client.
29. The financial planning professional and the client shall mutually agree upon the services to be provided by the financial planning professional.
30. If the services include financial planning or material elements of the financial planning process, prior to entering into an agreement, the financial planning professional shall provide written information and/or discuss with the client the following:
- a. The obligations and responsibilities of each party under the agreement with respect to defining the client's objective, needs and priorities; gathering and providing appropriate data; examining the result of the client's current course(s) of action without changes; the formulation of any recommended actions; implementation responsibilities for the financial planning recommendations; and responsibilities for reviewing for the financial planning recommendations;
 - b. Compensation that any party to the agreement or any affiliate to a party to the agreement will or could receive under the terms of the agreements; and factors or terms that determine costs to the client, how decisions benefit the financial planning professional and the relative benefit to the financial planning professional;
 - c. Terms under which the financial planning professional will utilize proprietary products;
 - d. Terms under which the financial planning professional will use other entities/professionals to meet any of the agreement's obligations;



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- e. The process for terminating the relationship; and
 - f. Procedures for resolution of client claims and complaints against the financial planning professional.
- 31.If the services include financial planning or material elements of the financial planning process, the financial planning professional or the financial planning professional's employer shall enter into a written agreement governing the financial planning services ("Agreement"). The Agreement shall specify:
- a. The parties to the Agreement;
 - b. The date of the Agreement and its duration;
 - c. How and on what terms each party is able to terminate the Agreement; and
 - d. The services to be provided as part of the Agreement.
- 32.A financial planning professional shall take all reasonable steps to ensure the client understands the financial planning recommendation(s) to allow the client to make informed decisions.



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FINANCIAL PLANNING PRACTICE STANDARDS (2021 UPDATED VERSION)

Introduction

IFPHK has adopted the Financial Planning Practice Standards (“Practice Standards”) in order to:

- Establish the level of practice expected of a financial planning professional engaged in the delivery of financial planning to a client;
- Establish norms of professional practice and allow for consistent delivery of financial planning by financial planning professionals;
- Clarify the respective roles and responsibilities of financial planning professionals and their clients in financial planning engagements; and
- Enhance the value of the financial planning process.

Financial planning is the process of developing strategies to assist clients in managing their financial affairs to meet life goals. The process of financial planning involves reviewing all relevant aspects of a client’s situation across a large breadth of financial planning activities, including inter-relationships among often conflicting objectives. The Practice Standards establish the level of professional practice reasonably expected of financial planning professionals during financial planning engagements, regardless of practice type, setting, location or method of compensation. IFPHK expects that clients of financial planning professionals will benefit from a globally accepted set of Practice Standards for financial planning professionals.

Format of the Practice Standards

Each Practice Standard is a statement that relates to an element of the financial planning process. The statement is followed by an explanation of the Practice Standard’s intent, which guides interpretation and application of the Practice



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Standards (based on a standard of reasonableness). The explanation is not intended to establish a professional standard or duty beyond what is contained in the Practice Standards itself.

The Practice Standards are not intended to prescribe the services to be provided or step-by-step procedures for providing any particular service. The financial planning process is an integrated one; functions may be combined and/or revisited based on the ongoing relationship between the financial planning professional and the client.

Applicability of the Practice Standards

A financial planning professional should always consider all aspects of the client's financial situation in formulating strategies and making recommendations, and should follow these Practice Standards to the extent that they apply to any given situation. At least some of these Practice Standards apply both to comprehensive financial planning and to the provision of services that only represent one of the components of financial planning (i.e., Financial Management, Asset Management, Risk Management, Tax Planning, Retirement Planning and Estate Planning).

Standard 1, dealing with establishing and defining the relationship with the client, applies any time a financial planning professional provides financial planning or components of financial planning to a client. This serves to establish clear and appropriate expectations for the client and the financial planning professional. Standards 2 through 6 apply to the extent that they are relevant to the financial planning engagement (the scope of the engagement document will dictate the applicability of the standards).



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Financial Planning Process	Related Practice Standard(s)
1. Establish and define the relationship with the client	1.1: Inform the client about financial planning and the financial planning professional's competencies 1.2: Determine whether the financial planning professional can meet the client's needs 1.3: Define the scope of the engagement
2. Collect the client's information	2.1: Identify the client's personal and financial objectives, needs and priorities 2.2: Collect quantitative information and documents 2.3: Collect qualitative information
3. Analyze and assess the client's financial status	3.1: Analyze the client's information 3.2: Assess the client's objectives, needs and priorities
4. Develop the financial planning recommendations and present them to the client	4.1: Identify and evaluate financial planning strategies 4.2: Develop the financial planning recommendations 4.3: Present the financial planning recommendations to the client
5. Implement the client's financial planning recommendations	5.1: Agree on implementation responsibilities 5.2: Identify and present product(s) and service(s) for implementation
6. Review the client's situation	6.1: Agree on responsibilities and terms for review of the client's situation 6.2: Review and re-evaluate the client's situation



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1. ESTABLISH AND DEFINE THE RELATIONSHIP WITH THE CLIENT

1.1: Inform the client about financial planning and the financial planning professional's competencies

The financial planning professional informs the client about the financial planning process, the services the financial planning professional offers, and the financial planning professional's competencies and experience.

Explanation

At the beginning of the client-planner relationship, the financial planning professional engages with the client to identify the client's stated personal and financial objectives; needs; priorities; and prior financial planning experience. The financial planning professional should evaluate the client's objectives in the context of the client's broader, long-term financial and life goals. {The financial planning professional can support the client to define, and plan for, their objectives during practice activity 3.2.} The financial planning professional also seeks to understand the client's purpose in seeking assistance from a financial planning professional to determine whether to provide comprehensive or topic-specific financial planning. The financial planning professional helps the client understand the financial planning process and the nature of financial planning engagements and provides information on the financial planning professional's qualifications. This information may include how financial planning can help the client meet goals; a description of the methodology the financial planning professional uses to provide financial planning services; and information about the financial planning professional's licenses, credentials, experience and expertise. The financial planning professional makes all disclosures to the client as required by applicable regulations at the beginning of the client-planner relationship, and throughout the financial planning process as appropriate or required. The financial planning professional may provide preliminary information on his or her services, competencies and experience, or wait to understand the client's needs before providing this information. The financial planning professional needs to develop a relationship of understanding and trust with the client that supports two-way communication and information sharing during the discovery process.



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1.2: Determine whether the financial planning professional can meet the client's needs

The financial planning professional and the client determine whether the services offered by the financial planning professional and his or her competencies meet the needs of the client. The financial planning professional considers his or her skills, knowledge and experience in providing the services requested or likely to be required by the client. The financial planning professional determines if he or she has, and discloses, any conflict(s) of interest.

Explanation

The financial planning professional provides information to the client to allow the client to determine if the professional can meet his or her needs. This could include information about the financial planning professional's areas of technical competence, experience or approach to working with clients; it offers the opportunity for both parties to determine whether they can establish an effective working relationship. The client and financial planning professional mutually consider if the financial planning professional, and/or the professional's staff, have the appropriate abilities, skills and knowledge to meet the client's expectations based on the client's stated financial and life goals, priorities and objectives. The financial planning professional considers if there are any personal conflicts of interest that could affect his or her ability to work successfully with the client. The financial planning professional determines if there are any other circumstances, relationships or facts that would place the interest(s) of the financial planning professional in conflict with the client's interest(s), or the interest(s) of one client in conflict with another client. The financial planning professional advises the client of any such conflicts. The financial planning professional also discusses how he or she will protect the confidentiality of the client's information.

1.3: Define the scope of the engagement

The financial planning professional and the client agree on the services to be provided. The financial planning professional describes, in writing, the scope of the engagement before any financial planning is provided, including details about: the responsibilities of



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each party (including third parties); the terms of the engagement; and compensation and conflict(s) of interest of the financial planning professional. The scope of the engagement is set out in writing in a formal document signed by both parties or formally accepted by the client and includes a process for terminating the engagement.

Explanation

Mutually defining the scope of the engagement establishes realistic expectations for the client and the financial planning professional. Clear and mutually agreed expectations support successful outcomes for each party in the engagement. The financial planning professional and the client may agree that the scope of the engagement covers one, several or all of the Financial Planning Components (i.e., Financial Management, Asset Management, Risk Management, Tax Planning, Retirement Planning and Estate Planning).

The financial planning professional and client may also agree on the frequency of contact, the client's communication preferences, whether the financial planning professional will use coaching or other behavioral techniques, and other components the parties agree are important. A written document ensures mutual understanding and agreement between the financial planning professional and the client about the terms of the financial planning engagement. In setting out the terms in an engagement letter or disclosure document, the financial planning professional includes the following:

- Specific services to be included or excluded, such as implementation and review;
- The financial planning professional's compensation arrangements with respect to the engagement, including fees to be paid by the client;
- Existing conflicts of interest, including those involving compensation arrangements with third parties, and agreement to disclose subsequent conflicts of interest if or when they occur;
- Specific parties to the engagement, including details of any legal and agency relationships which may exist;
- Assurance of protection of client confidentiality;
- Duration of the engagement;



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- The client's responsibilities, including the full and timely disclosure of information;
- The financial planning professional's responsibilities;
- Provisions for terminating the client engagement; and
- Procedures for resolving the client's claims and complaints against the financial planning professional.

Additional information that may form part of the formal written document includes:

- The potential need to use other professionals during the engagement;
- An explanation of qualifications, licenses and experience of individuals who will work with the client;
- Specific limitations on the use of client information;
- The process to be followed when the relationship is terminated by either party, by mutual consent or in extenuating circumstances where the financial planning professional can no longer fulfil his or her professional responsibilities and the steps to be taken to transfer the client to another professional; and
- Any other information necessary to adequately inform the client.

In defining the scope of the engagement, the financial planning professional assists the client in clarifying and prioritizing near-term and long-term objectives, and discusses with the client the merit and feasibility of any objective that appears to be unrealistic.



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2. COLLECT THE CLIENT'S INFORMATION

2.1: Identify the client's personal and financial objectives, needs and priorities

The financial planning professional and the client identify the client's personal and financial objectives, needs and priorities that are relevant to the scope of the engagement before making and/or implementing any recommendations.

Explanation

The financial planning professional strives to clearly understand the client's current situation and financial objectives, needs and priorities. The client's life goals, and how they relate to his or her financial objectives, provide guidance to and help structure the financial planning engagement. Beyond the client's stated goals, this is an opportunity for the financial planning professional to ask and learn about the client's experience with finances, attitudes towards money and behaviors around and motivations towards financial matters to understand how these may impact the client's financial decision making and the financial planning professional's recommendations. The financial planning professional assists the client in clarifying and prioritizing near-term and long-term objectives and discusses with the client the merit and feasibility of any objective that appears to be unrealistic.

2.2: Collect quantitative information and documents

The financial planning professional collects sufficient quantitative information and documents about the client relevant to the scope of the engagement before making and/or implementing any recommendations.

Explanation

The financial planning professional strives to collect complete and accurate client information and documents relevant to the scope of the engagement. Some of this information may be collected through the use of appropriate technology, such as online questionnaires or through online access to the client's financial records or bank accounts. The financial planning professional relies on information provided by the



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client and other information sources as inputs into the analysis. The financial planning professional communicates to the client the importance of collecting complete, current and accurate information. If the financial planning professional is unable to collect information necessary to develop and support recommendations, the financial planning professional communicates this to the client, explaining how these limitations impact the engagement and the financial planning recommendations. These limitations could result in the financial planning professional preparing a revised engagement document or terminating the client engagement.

2.3: Collect qualitative information

The financial planning professional collects sufficient qualitative information about the client relevant to the scope of the engagement before making and/or implementing any recommendations.

Explanation

The financial planning professional gathers information to understand the client's values, attitudes, expectations and financial experiences. This includes using effective communication skills such as active listening, posing questions and displaying curiosity and a spirit of inquiry with the client throughout the financial planning process. The financial planning professional determines the client's level of sophistication and financial literacy. The financial planning professional should understand that his or her understanding of qualitative aspects of the client will be subjective, and the financial planning professional's understanding may be limited by what the client reveals. A financial planning professional may gather qualitative and quantitative information at one time from the client, through a communication or engagement, or through multiple online or in-person interactions. The financial planning professional confirms with the client the accuracy and completeness of the quantitative and qualitative information. The professional shares with the client a preliminary understanding of the client's situation based on the information collected.



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3. ANALYZE AND ASSESS THE CLIENT'S FINANCIAL STATUS

3.1: Analyze the client's information

The financial planning professional analyzes the client's information, subject to the scope of the engagement, to gain an understanding of the client's financial situation.

Explanation

The financial planning professional analyzes the client's current situation and information, and works with the client to resolve obvious factual omissions and/or inconsistencies, ambiguities or discrepancies in the client's information or stated goals or objectives. The primary purpose of the analysis is to identify viable ways of meeting the client's personal and financial goals, objectives, needs and priorities based on the information collected. As part of this analysis, the financial planning professional uses client-specified, mutually agreed upon objectives and other reasonable assumptions, which may include the client's retirement age, life expectancy, income needs, risk factors, time horizon and special needs, as well as economic assumptions such as inflation rates, tax rates and investment returns. Typically, the financial planning professional also relies on information such as balance sheets, cash flow calculations, risk position and income statements to understand the client's financial situation.

3.2: Assess the client's objectives, needs and priorities

The financial planning professional assesses the strengths and weaknesses of the client's current financial situation and compares them to the client's objectives, needs and priorities.

Explanation

The financial planning professional assesses the opportunities, constraints and risks presented by the client's financial situation and current course(s) of action, and determines the likelihood of the client reaching his or her objectives by continuing present activities or making anticipated changes. This includes assessing the client's ability to respond to unexpected personal and financial events. The client may choose to be involved in this process and provide information to the financial planning



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professional on feasible trade-offs or acceptable alternative routes that would still meet the client's stated objectives, needs and priorities. The financial planning professional may undertake this activity iteratively throughout the financial planning process as the client's life situation or goals changes or his or her preferences become clearer. The financial planning professional may identify other issues that may impact the client's ability to achieve objectives, which the financial planning professional discusses with the client. It may be appropriate for the financial planning professional to amend the scope of the engagement and/or to obtain additional information.

4. DEVELOP THE FINANCIAL PLANNING RECOMMENDATIONS AND PRESENT THEM TO THE CLIENT

4.1: Identify and evaluate financial planning strategies

The financial planning professional considers one or more strategies relevant to the client's current situation that could reasonably meet the client's objectives, needs and priorities.

Explanation

The financial planning professional identifies possible strategies for achieving the client's confirmed objectives. The financial planning professional provides appropriate information to the client to support the client's understanding of each strategy and how it reasonably addresses the client's objectives, needs and priorities. The evaluation of strategies may involve discussing the importance, priority and timing of the client's objectives and needs; considering multiple assumptions; and/or conducting research or consulting with other professionals. This process may result in a single strategy, multiple strategies or no change to the client's current course(s) of action. More than one strategy may meet the client's objectives, needs and priorities. Strategies and consequences identified by the financial planning professional may differ from those of other practitioners or advisers, illustrating the subjective nature of exercising professional judgment.



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4.2: Develop the financial planning recommendations

The financial planning professional develops the financial planning recommendations based on the selected strategies to reasonably meet the client's confirmed objectives, needs and priorities.

Explanation

After identifying and evaluating various strategies and the client's current course(s) of action, the financial planning professional develops financial planning recommendations that can reasonably meet the client's objectives, needs and priorities. The recommendations may be an independent action or a combination of actions which may need to be implemented collectively. They may also need to be modified to reflect feedback from the client on what is considered reasonable and feasible. The recommendation(s) may be to continue the current course(s) of action. If the financial planning professional recommends a change, it may be general or specific in nature. It may be necessary for the financial planning professional to recommend that the client modify an objective, need or priority. The financial planning professional may use professional discernment and judgement to evaluate multiple strategies to develop recommendations and evaluate among multiple strategies. Given the nature of professional advice, the recommendations developed by the financial planning professional may differ from those of other advisers, yet appropriately meet the client's objectives, needs and priorities. In some cases, a financial planning professional and the client may choose to build the recommendations together, based on the client's goals and opinions about the feasibility of an action, as well as on the financial planning professional's technical expertise. It is important that the financial planning professional properly document this part of the financial planning process.

4.3: Present the financial planning recommendations to the client

The financial planning professional presents the financial planning recommendations and the supporting rationale in a way that allows the client to make an informed decision.



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Explanation

When sharing the financial planning recommendations with the client, the financial planning professional helps the client understand his or her current situation, the factors and assumptions that are critical to the recommendation(s), the risks of the recommended strategy(ies), and the likely impact of the recommendation(s) on the client's ability to meet stated objectives. The financial planning professional avoids presenting opinion as fact. The financial planning professional informs the client that the recommendations will likely need to be modified as the client's personal, economic and other conditions change. At this stage of the financial planning process, the client can assess whether the recommendations are appropriate, whether the client is willing to act on the recommendation(s), and whether modifications are necessary. When the financial planning professional is developing recommendations together with the client, the financial planning professional works to ensure the client is engaged, providing feedback and reactions to the preliminary and final recommendations.

5. IMPLEMENT THE CLIENT'S FINANCIAL PLANNING RECOMMENDATIONS

5.1: Agree on implementation responsibilities

The financial planning professional and the client agree on implementation responsibilities that are consistent with the scope of the engagement, the client's acceptance of the financial planning recommendations, and the financial planning professional's ability to implement the financial planning recommendations.

Explanation

The financial planning professional and client mutually agree on implementation of the recommendations, which may include products, services or changes in the client's actions, including the client's purchasing or savings behavior. The financial planning professional and the client determine the prioritization, respective responsibilities and contingencies with regard to implementing the recommendations. The financial planning professional confirms the client's understanding and obtains informed consent. The financial planning professional may change the scope of the



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engagement, as originally defined, based on an agreement reached with the client. The financial planning professional's responsibilities may include: identifying activities necessary for implementation; clarifying the respective responsibilities of the financial planning professional and the client; referring to, and coordinating with, other professionals; sharing client information as authorized; and selecting and securing products and/or services. The financial planning professional explains the rationale for referrals and the qualification(s) of referred professional(s). If a financial planning professional is engaged by the client to provide only the implementation step of the financial planning process, the financial planning professional should clearly define this in writing in the scope of the engagement with the client. This scope may include the extent to which the financial planning professional relies on information, analysis or recommendations provided by others.

5.2: Identify and present product(s) and service(s) for implementation

Based on the scope of the engagement, the financial planning professional identifies and presents appropriate product(s) and service(s) that are consistent with the financial planning recommendations accepted by the client.

Explanation

The financial planning professional recommends products, services or actions that are suitable to the client's financial situation and reasonably address the client's objectives, needs and priorities. The financial planning professional uses professional judgment in identifying the products, services or financial behavior changes that are in the client's interest. Professional judgment incorporates both qualitative and quantitative information. The financial planning professional may present recommendations for products, client actions or professional services to the client concurrently with financial planning strategies and recommendations. Upon the client's understanding and comfort with the recommended product(s) and strategies, the financial planning professional obtains the client's commitment to support implementation of the planning recommendations.



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6. REVIEW THE CLIENT'S SITUATION

6.1: Agree on responsibilities and terms for review of the client's situation

The financial planning professional and client mutually define and agree on terms for reviewing and re-evaluating the client's situation.

Explanation

Since the financial planning process is a dynamic process that may require updates based on changes in the client's personal, economic or other circumstances, the financial planning professional and the client mutually agree on, and understand, their respective roles in ensuring that the client's situation is appropriately reviewed. In instances when a client has real-time, ongoing or integrated access to his or her financial data, and the client and financial planning professional work collaboratively on decision-making, the review cycle may be more nuanced, frequent, interactive and continuous rather than at pre-defined or structured times during the financial planning engagement. The financial planning professional and client mutually define the nature and scope of the review activities and the role and responsibilities of each party in the process. The review process may require modifications to the original scope of engagement or initiation of a new engagement. The financial planning professional periodically reviews progress towards goals with the client, and updates or adjusts the financial planning recommendations as necessary.

6.2: Review and re-evaluate the client's situation

If conducting a review, the financial planning professional and the client review the client's situation to assess progress toward achievement of the objectives of the financial planning recommendations, determine if the recommendations are still appropriate, and confirm any revisions mutually considered necessary.

Explanation

The review process may be initiated by the client or the financial planning professional for various reasons, such as due to a change in the client's objectives, the client's wish to (re)confirm the current planning recommendations, or due to changes in the



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financial environment or the client's situation or plans. The review may be a periodic review scheduled by the financial planning professional to confirm the client's commitment to the financial planning recommendations or to adjust as necessary, or the review may be integrated into ongoing interactions between the financial planning professional and the client. The review process may include: confirming that the recommendations agreed on by the client and the financial planning professional have been implemented; assessing progress toward, and achievement of, the objectives of the recommendations to date; re-evaluating initial or subsequent assumptions made by the financial planning professional for reasonableness; determining whether changes in the client's circumstances or objectives require adjustments to the financial planning recommendations; and mutually agreeing on any required changes. As the client's circumstances and needs change, a financial planning professional may need to revisit earlier steps in the financial planning process with the client.



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DISCIPLINARY RULES AND PROCEDURES 2020

ARTICLE 1: INTRODUCTION

The Institute of Financial Planners of Hong Kong (IFPHK) has adopted a Code of Ethics and Professional Responsibility (Code) which establishes minimum standards of acceptable professional conduct for individuals entitled to use the CFP or AFP trademarks including CFP®, CERTIFIED FINANCIAL PLANNER®, ,  CERTIFIED FINANCIAL PLANNER®, AFP®, ASSOCIATE FINANCIAL PLANNER®,  AFP® and  ASSOCIATE FINANCIAL PLANNER® (collectively, "the Marks"). Adherence to the Code is mandatory for all CFP certificants (individuals authorized to use IFPHK's CFP trademarks), AFP certificants (individuals authorized to use AFP trademarks) and candidates. IFPHK has adopted these Disciplinary Rules and Procedures (Procedures) for the purpose of enforcing the Code.

- 1.1 For the purpose of the Code and these Disciplinary Rules and Procedures, candidates refer to candidate registered as such with IFPHK.
- 1.2 The Professional Ethics Review Committee, the Investigating Officer, the Hearing Panel or the Appeal Panel, as the case may be, may in their discretion deviate from these rules and procedures if deemed appropriate or desirable in the interest of dealing with any matter justly, efficiently and/or expeditiously, or if to follow any rule or procedure would result in a manifestly unjust outcome, or would run counter to the spirit of these rules and procedures.

ARTICLE 2: ADMINISTRATION

- 2.1 Professional Ethics Review Committee (Committee)
 - 2.1.1 The Committee, as appointed by the IFPHK Board of Directors from time to time, is charged with overseeing the process of investigating, reviewing and taking appropriate action with respect to alleged violations and alleged non-compliance with the Code.
 - 2.1.2 Committee members shall refrain from participating in decision-making in respect of any proceedings in which they, a member of their immediate family or a member of their firm has any interest or where such participation otherwise would involve a conflict of interest whether personal or professional, or the appearance of impropriety.
 - 2.1.3 The Committee may meet and deliberate or take any decision by telephone or correspondence, and in particular by electronic correspondence.



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2.2

2.3 Investigating Officer

2.3.1 The Investigating Officer refers to the individual(s) assigned by the Committee to investigate any matters which may give rise to grounds for disciplinary actions and to conduct the disciplinary process. No member of the IFPHK Board of Directors or the Committee may serve as an Investigating Officer.

2.3.2 If the Investigating Officer resigns or is otherwise unable to continue an investigation, the Committee may designate another Investigating Officer to continue the disciplinary process.

2.4 Hearing or Appeal Panel

2.4.1 A Hearing or Appeal Panel shall be convened by the Secretary as required from time to time, by selecting available members from the Panel Membership List approved by the Committee. The quorum for a determination of the Panel is any 3 members, at least one of which shall be a member of IFPHK and at least two of which shall be CFP certificants. No member of the Hearing Panel which heard a particular matter may sit as a member of the Appeal Panel for the purposes of any appeal in relation to that matter.

2.4.2 The Chairman of the Panel shall be a member of IFPHK. The Chairman of the Panel shall monitor proceedings and shall rule on all procedural issues arising during the course of the proceedings, subject to the Chairman's discretion to refer any procedural matter to the full Panel for decision if the Chairman considers this to be desirable.

2.4.3 Any Panel may meet and deliberate or take any decision by telephone or correspondence, and in particular by electronic correspondence.

2.5

2.6 Secretary

2.6.1 The Committee shall appoint a person to act as Secretary to the Hearing Panel and the Appeal Panel. The role of the Secretary is to co-ordinate the operation of the procedures and to carry out such administrative functions as may from time to time be authorised by the Chairman or the Panel.

ARTICLE 3: GROUNDS FOR DISCIPLINARY ACTION

3.1 Misconduct by a CFP/AFP certificant or a candidate, individually or in concert with others, including but not limited to the following acts or omissions, shall constitute grounds for



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disciplinary action, whether or not the act or omission occurred in the course of a client relationship:

- a. Any act or omission which violates the Code and/or non-compliance with the provisions of the Code;
- b. Any act or omission which is unethical or unprofessional, or which may bring the reputation of the Marks into question;
- c. Any act or omission which violates the criminal laws of Hong Kong SAR, or jurisdiction of any other country, provided however that conviction thereof in a criminal proceeding shall not be a pre-requisite to the institution of disciplinary proceedings, and provided further that acquittal in a criminal proceeding shall not bar disciplinary action;
- d. Any act which is a proper basis for professional suspension, provided professional suspension shall not be a pre-requisite to the institution of disciplinary proceedings, and provided further, that dismissal of charges in a professional suspension proceeding shall not necessarily bar a disciplinary action. "Professional Suspension" shall include the suspension or bar as a disciplinary measure by any governmental or industry self-regulatory authority of a licence as a registered securities representative, broker/dealer, insurance or real estate salesperson or broker, insurance broker, solicitor, barrister, accountant, investment adviser or financial planner;
- e. Any false or misleading statement and/or declaration made to IFPHK;
- f. Failure to assist in an investigation by the Committee;
- g. Failure to respond to a request by the Investigating Officer, without good cause shown, or obstruction of the Investigating Officer, any panels of the Committee, the Committee, or IFPHK Staff in the performance of its or their duties hereunder;
- h. Any act or omission which violates these Procedures or non-compliance with an order of discipline issued by IFPHK; and/or
- i. The CFP/AFP certificant being the subject of a bankruptcy order under the provisions of the Bankruptcy Ordinance (Cap. 6 of the Laws of Hong Kong).

3.2 The above list of acts and omissions is not exclusive and other acts or omissions amounting to misconduct may constitute grounds for disciplinary action.



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ARTICLE 4: DISCIPLINARY ACTION

4.1 Following a finding of misconduct, the Hearing Panel or the Appeal Panel, as the case may be, may order any one, or a combination, of the following forms of disciplinary action:

a) Private Censure

The Hearing Panel or the Appeal Panel, as the case may be, may order private censure of a CFP/AFP certificant which shall be an unpublished written reproach sent by ordinary post by IFPHK containing a written censure on the CFP/AFP certificant.

b) Public Letter of Admonition

The Hearing Panel or the Appeal Panel, as the case may be, may order that a Letter of Admonition be issued against a CFP/AFP certificant, which shall be a public written reproach of the CFP/AFP certificant's behaviour. It shall be standard procedure to publish the Letter of Admonition in a press release or in such other form of publicity elected by the CEO of IFPHK, with identification of the CFP/AFP certificant.

c) Suspension

The Hearing Panel or the Appeal Panel, as the case may be, may order suspension of a CFP/AFP certificant's right to use the Marks for a specified period of time, not to exceed five (5) years, for those individuals it deems can be rehabilitated. It shall be standard procedure to publish Suspension in a press release or in such other form of publicity elected by the CEO of IFPHK, with identification of the CFP/AFP certificant. In some cases when the Hearing Panel or the Appeal Panel, as the case may be, determines that there are mitigating circumstances it may decide to withhold publication. CFP/AFP certificants receiving a suspension may qualify for reinstatement to use the Marks as provided in Article 10.

d) Revocation

The Hearing Panel or the Appeal Panel, as the case may be, may order permanent revocation of a CFP/AFP certificant's right to use the Marks. It shall be standard procedure to publish the Revocation in a press release or in such other form of publicity elected by the CEO of IFPHK, with identification of the CFP/AFP certificant. In some cases when the Hearing Panel or the Appeal Panel, as the case may be, determines that there are mitigating circumstances it may decide to withhold publication. Revocation shall be permanent.



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- 4.2 In all circumstances, the Hearing Panel or the Appeal Panel, as the case may be, has the right to require CFP/AFP certificants or the candidates to complete additional continuing education or other remedial work. Such continuing education or remedial work may be ordered instead of, or in addition to, any disciplinary action listed above.
- 4.3 Required action after revocation or suspension
- After an order of revocation or suspension has been made final, the CFP/AFP certificant shall promptly terminate any use of the Marks and in particular shall not use them in any advertising, announcement, letterhead or business card.
- 4.4 Forms of Discipline Concerning Candidates
- 4.4.1 Under certain circumstances, the Hearing Panel or the Appeal Panel, as the case may be, may take action in matters involving the conduct of candidates. Action that may be taken in these cases, where grounds have been established, correspond in character and degree to the forms of discipline described in Article 4.1, and are accordingly as follows:
- a. Subject to the candidate meeting all other requirements of certification, the Committee may order certification with a private censure in the candidate's record;
 - b. Subject to the candidate meeting all other requirements of certification, the Committee may allow certification and order the issuance of a Letter of Admonition in the candidate's record and/or to be published as appropriate;
 - c. Certification, if any, suspended for a specified period, not to exceed five (5) years; or
 - d. Certification, if any, denied permanently.
- 4.4.2 In the event of either a suspension or a denial of certification, the fact of such suspension or denial shall be publishable at the discretion of the Hearing Panel or the Appeal Panel, as the case may be. A candidate who has been the subject of an order to suspend certification may seek to re-apply for certification. Such candidates shall, in addition, meet the requirements of original certification.



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ARTICLE 5: INVESTIGATION

5.1 Commencement

An investigation into any matter which may give rise to grounds for disciplinary action may be initiated by an Investigating Officer upon receipt of a complaint by any person or entity, at the direction of the Committee, or upon the Investigating Officer's own initiative.

5.2 Investigation

- 5.2.1 The Investigating Officer may make such inquiry with the Complainant (if any) or such other persons, organisations or authorities (including any employer) as he/she deems appropriate. The CFP/AFP certificant or the candidate (collectively, the "Respondent"), as the case may be, has an obligation to cooperate fully, to answer any questions fully and frankly, and shall make available to the Investigating Officer upon request any relevant documents and records in his/her possession. Failure to do so is itself a ground for disciplinary action pursuant to Article 3. The Investigating Officer shall provide the Respondent with an opportunity to make representations and/or explain any fact or other matter in such manner and form and within such time as he/she considers appropriate.
- 5.2.2 The Investigating Officer shall have regard to all documents and information obtained in the course of his/her investigation. If the Investigating Officer is of the opinion that misconduct may have taken place, he/she may refer the matter for determination by a Hearing Panel.
- 5.2.3 The Investigating Officer shall compile relevant documents and materials in a report (Disciplinary Report) and submit it to the Secretary together with a request that a Hearing Panel be convened. A copy of the Disciplinary Report shall be delivered to the Respondent as soon as is reasonably practicable.

ARTICLE 6: SETTLEMENT PROCEDURE

- 6.1 A Respondent against whom proceedings are pending pursuant to these Procedures may, at any time, tender an Offer of Settlement in exchange for a stipulated form of disciplinary action. The Hearing Panel shall have an absolute discretion to accept or reject an Offer of Settlement.



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ARTICLE 7: DECISION OF THE HEARING PANEL

7.1 Procedure and Proof

- 7.1.1 Upon receipt of the Disciplinary Report, the Hearing Panel will invite the Respondent to make any further representations in such manner and form and within such time as the Chairman or the Hearing Panel considers appropriate.
- 7.1.2 The Investigating Officer may submit a Reply addressing any new matters arising from the Respondent's further representations within 14 working days, or such other time as the Chairman or the Hearing Panel may direct.
- 7.1.3 In the event the Investigating Officer submits a Reply, the Respondent may make final representations addressing any new matters arising from that Reply within 14 working days, or such other time as the Chairman or the Hearing Panel may direct.
- 7.1.4 Unless either the Respondent in his representations or the Investigating Officer makes a request that an oral hearing be held, the Hearing Panel will then proceed to make a determination on the papers in accordance with Article 7.3. If the Respondent fails to make any representations within the time prescribed, he shall be deemed not to require an oral hearing.
- 7.1.5 The Secretary shall be the point of contact for the parties. All enquiries on procedural matters shall be directed to the Secretary, who shall refer such enquiries to the Chairman for decision. All submissions and correspondence submitted by the parties shall be addressed to the Secretary, who shall circulate such submissions/correspondence to the Panel members and the other party.
- 7.1.6 Where a third party (including a complainant) wishes to make representations to the Hearing Panel, the Hearing Panel may in its absolute discretion allow that party to make representations either orally or in writing as it deems appropriate.
- 7.1.7 The rules of evidence applicable in a court of law do not apply and the Hearing Panel may receive any material (whether orally or in writing), and attach such weight to that material, as the Hearing Panel considers appropriate.
- 7.1.8 Proof of a ground for disciplinary action shall be established on balance of probabilities, adjusted where relevant to take into consideration the gravity of the charges (the "relevant standard of proof").



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7.2 Disciplinary Hearings

- 7.2.1 If an oral hearing is requested, the Secretary shall arrange a date, time and venue for the disciplinary hearing. At least 14 working days before the hearing, the parties shall provide the Secretary with a list of the persons who will be attending the hearing with that party, and the respective capacity in which such persons will be acting. The Secretary will provide the parties with a list of the persons who will be attending the hearing once the necessary information has been received by the Secretary.
- 7.2.2 The hearing will be conducted in English or Cantonese as the Hearing Panel may in its discretion direct and any party may, if he/she wishes, be accompanied by a person acting as an interpreter. In any case where a party wishes to be accompanied by an interpreter, that party shall inform the Secretary as soon as possible and in any event at least 5 working days before the hearing. It is the responsibility of the party requiring an interpreter to arrange for an interpreter to be present at the hearing.
- 7.2.3 A party may be accompanied by his/her legal adviser. Whilst a party may confer with his/her legal adviser, unless the Chairman or the Panel otherwise directs, all submissions must be made by the parties themselves and all questions addressed to a party by the Panel must be answered by the party directly and not through his or her legal adviser.
- 7.2.4 It is the responsibility of any party requiring the attendance of witness(es) to procure their attendance at the hearing. The Hearing Panel may decline to hear a witness if the Panel considers his or her evidence to be unnecessary or that the hearing of that witness would impede the disciplinary process.
- 7.2.5 If a Respondent fails to attend on the scheduled hearing date and time, the hearing may be conducted in his/her absence.

7.3 Decision of the Hearing Panel

- 7.3.1 The Hearing Panel shall determine either:
- a) that the allegations are not proved to the relevant standard of proof, or that the facts as established do not warrant the imposition of disciplinary action and recommend the allegations be dismissed, either as without merit or with caution; or
 - b) that the allegations are proved to the relevant standard of proof and that disciplinary action is warranted and impose an appropriate sanction.



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- 7.3.2 The Hearing Panel shall make a decision by simple majority of members representing a quorum.
- 7.3.3 The Chairman of the Hearing Panel shall record its reasons for decision and determinations (Order) and shall send the Order of the Hearing Panel to the Investigating Officer, the Respondent and the Committee. The Secretary and/or any legal advisers appointed by the Panel may assist the Chairman in preparing the decision.
- 7.3.4 Unless the Order otherwise specifies, a decision by the Hearing Panel shall not take effect until the expiration of the prescribed time for a Request for Appeal to be lodged, or if a Request for Appeal has been lodged, the Appeal Panel has determined the matter.
- 7.4 Failure to comply with directions of the Chairman or Hearing Panel
- 7.4.1 Any failure on the part of a party to comply with the directions of the Chairman or Hearing Panel at any stage of the proceedings shall itself constitute grounds for disciplinary action under Article 3.

ARTICLE 8: APPEALS AND APPEAL HEARINGS

- 8.1 The Investigating Officer or the Respondent may appeal an Order of the Hearing Panel.
- 8.2 A Request for Appeal, together with the relevant fee as required under Article 11, shall be submitted to the Secretary within fifteen (15) working days after the Order of the Hearing Panel is sent to the parties. The appellant shall, no later than fifteen (15) working days after submission of the Request for Appeal, file a written submission setting out the grounds for appeal, the relief sought, and whether an oral hearing is requested. The submission must be accompanied by a copy of the Order of the Hearing Panel.
- 8.3 Unless the Hearing Panel has otherwise specified in the Order, upon a Request for Appeal being filed by an appellant, all disciplinary penalties shall be suspended pending the determination of the appeal.
- 8.4 Upon receipt of a Request of Appeal, the Secretary shall convene an Appeal Panel. The procedure outlined in Article 7 will be followed by the Appeal Panel, with the Appellant's written submission being treated as if it were the Disciplinary Report for the purposes of the timetable and process.



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- 8.5 The Appeal Panel may vary any penalty ordered by the Hearing Panel or make such other orders as it sees fit. The decision of the Appeal Panel is final and there is no further right of appeal. A written copy of the final decision and the Order of the Appeal Panel will be provided to the parties and the Committee.

ARTICLE 9: INTERIM SUSPENSION

- 9.1 Interim suspension is the temporary suspension by IFPHK of a CFP/AFP certificant's right to use the Marks for a definite or indefinite period of time, while disciplinary proceedings are pending or ongoing. Imposition of an interim suspension shall not preclude the imposition of any other form of disciplinary action by the Hearing Panel or the Appeal Panel upon final disposal of the disciplinary proceedings.
- 9.2 On the application of the Investigating Officer or on its own initiative, a Hearing Panel may in its absolute discretion order the interim suspension of a CFP/AFP certificant's right to use the Marks during the pendency of a disciplinary investigation or disciplinary proceedings. Where the Investigating Officer makes an application for the imposition of an interim suspension but no disciplinary proceedings have yet been commenced and/or no Hearing Panel has yet been convened, the Secretary shall convene a Hearing Panel for the purposes of determining the application for the imposition of an interim suspension.
- 9.3 Following an imposition of an interim suspension of a CFP/AFP certificant's right to use the Marks, the CFP/AFP certificant may apply to the Committee to request that the interim suspension be lifted. Any such application shall be in writing and supported by reasons. The Committee may decide in its discretion whether or not to lift the interim suspension, having regard to all the circumstances of the case

ARTICLE 10: REINSTATEMENT AFTER DISCIPLINARY ACTION

- 10.1 After Revocation
Revocation shall be permanent, and there shall be no opportunity for reinstatement.
- 10.2 Reinstatement After Suspension



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Unless otherwise provided by the Hearing Panel or the Appeal Panel, a CFP/AFP certificant who has been suspended must make an application to the IFPHK for reinstatement after the expiration of the period of his/her suspension. The CFP/AFP certificant must meet all administrative requirements for re-certification and prove by clear and convincing evidence that the CFP/AFP certificant has been rehabilitated, has complied with all applicable disciplinary orders and provisions of these Disciplinary Rules and Procedures, and that the CFP/AFP certificant is fit to use the Marks. The Committee may investigate any application for reinstatement and/or examine the CFP/AFP certificant at an oral hearing if the Committee considers it appropriate.

ARTICLE 11: COSTS

- 11.1 The Respondent shall bear his own costs relating to the investigation and, where applicable, the oral hearing.
- 11.2 A Respondent who petitions for appeal shall pay a non-refundable fee of HK\$5,000.

ARTICLE 12: NOTICE AND SERVICE

- 12.1 Except as may otherwise be provided in these Procedures, notice shall be in writing and the giving of such notice and the service thereof shall be sufficient when sent by ordinary post to the last known address, or by fax to the fax number, of the CFP/AFP certificant or the candidate according to the records maintained by IFPHK. It shall be the duty of the CFP/AFP certificant or the candidate to update the IFPHK in the event of changes to his or her postal address and/or fax number.
- 12.2 Service shall be deemed effective:
- a) on the date of delivery by hand or by fax;
 - b) on the fourth working day after sending by ordinary post to an address in Hong Kong;
 - c) on the tenth working day after sending by ordinary post to an address in Macau or the mainland of the People's Republic of China; and
 - d) on the tenth working day after sending by airmail (or an equivalent mode of delivery) to an address outside of Hong Kong, Macau or the mainland of the People's Republic of China.



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- 12.3 All submissions, enquiries or correspondence for the Secretary shall be sent to the address of IFPHK marked for the attention of the Secretary to the Hearing Panel or the Secretary to the Appeal Panel, as the case may be.



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AFP® Certification Renewal Policy and Guidelines on CE Requirements

A. CERTIFICATION RENEWAL AND ONGOING CERTIFICATION REQUIREMENTS

All AFP® certificants are required to renew their certification annually in order to continue using the AFP trademarks. To renew their certification, they must maintain technical competence and fulfill ethical obligations. They must complete a minimum of 15 credits of continuing education (CE) every year (2 of which must be obtained from CE programs on compliance or ethics), in order to stay current with developments in the financial planning profession and better serve clients. Certificants who receive their certification on or after 1 July may complete a minimum of 7.5 CE credits to meet the renewal requirement for the first year (1 of which must be obtained from CE programs on compliance or ethics). That is,

Certification Date	CE Requirements for Renewal for Year 2021
On or before 30 June 2020	15 CE credits, including 2 CE credits on compliance or ethics
On or after 1 July 2020	7.5 CE credits, including 1 CE credit on compliance or ethics

In addition to the annual continuing education requirement, all AFP certificants voluntarily disclose any public, civil, criminal or disciplinary actions that may have been taken against them during the previous year as part of the renewal process.

With the consent of all AFP certificants, IFPHK is able to disclose AFP certificants' certification status, date of certification, professional standing and history of disciplinary actions as an AFP certificant and the date of ceasing to be an AFP certificant (if applicable) to the public.

Renewal Period

The one year certification period is by calendar year, from 1 January to 31 December. All current AFP certificants must submit their completed and signed certification renewal application forms with appropriate fees to IFPHK before 31 December each year.

Late Application and Late Fee

AFP certificants who miss the renewal deadline on 31 December can still apply for renewal before end of February in the following year without seeking reinstatement by paying a late fee of HK\$100.

Current Reinstatement Policies

- ☐ The maximum lapsed period for AFP certification is 2 years with reinstatement fee of HK\$300 for the first year and HK\$600 for the second year.
- ☐ If the AFP certifications have been lapsed for more than 2 years, the former AFP certificants are required to apply for candidacy and register for and pass the CFP® Certification Examination (Foundation Level) and then submit AFP certification application to IFPHK to regain the AFP certifications.

Renewal Reminders and Notices

Several reminders will be sent to certificants reminding them of renewal and continuing education requirements prior to 31 December.

After the extended renewal deadline on 28 or 29 February, a deficiency notice will be sent to certificants whose renewal applications are outstanding, alerting them that their certifications are being temporarily suspended.

AFP® Certification Renewal Policy and Guidelines on CE Requirements

B. SUSPENSION OF CERTIFICATION AFTER ANNUAL RENEWAL DEADLINE

If a completed application is not received before the extended renewal deadline by the end of February in the following year, the AFP certificant will be considered as not having satisfied the renewal requirements and the certification will automatically be suspended. The list of “temporarily suspended AFP® certificants” will be posted on IFPHK’s website and published in our official publication for public’s information. IFPHK may take any other actions it deems appropriate.

Certification Reinstatement within Two Years of Certification Expiration

For AFP certificants who want to reinstate their certifications, they must:

- Submit a completed AFP® Certification Reinstatement Form
- Pay appropriate certification fee for the year(s) lapsed
- Pay prevailing reinstatement fee
- Fulfill the continuing education requirement for the year(s) lapsed
- Continue to adhere to IFPHK’s Code of Ethics and Professional Responsibility

Certification Reinstatement after Two Years of Certification Expiration

These former AFP certificants have to apply for candidacy and register for and pass the CFP® Certification Examination (Foundation Level) and then submit AFP certification application to IFPHK to regain the AFP certifications.

C. VOLUNTARY WITHDRAWAL

An AFP certificant may declare voluntary withdrawal by submitting a written request to IFPHK any time before the current certification expires.

If such request is not received before the extended certification renewal application deadline, it will be considered as “certification suspension” unless the reinstatement application is received with all renewal deficiencies being made up beforehand.

Reinstatement of voluntarily withdrawn certifications can be granted by IFPHK if the former certificants choose to do so within the first two years that they withdraw their certifications, and they must:

- Submit a completed AFP® Certification Reinstatement Form
- Pay appropriate certification fee for the year(s) lapsed
- Pay prevailing reinstatement fee
- Fulfill the continuing education requirement for the year(s) lapsed
- Continue to adhere to IFPHK’s Code of Ethics and Professional Responsibility

D. CERTIFICATION RENEWAL REQUIREMENTS

Certificants who cannot comply with the renewal requirements for health reasons or other circumstances beyond their control can submit a written request to IFPHK for consideration. Such requests must include an explanatory letter and all applicable supporting documentation. These cases will be considered by the Board of Directors on a case-by-case basis. Board of Directors may grant an extension of the deadline for fulfilling the CE requirements (i.e. 31 December) for a maximum period of six months.

In the event of hardship, concessionary fees will also be considered upon requests by certificants.

AFP® Certification Renewal Policy and Guidelines on CE Requirements

E. GUIDELINES ON CONTINUING EDUCATION (CE) REQUIREMENTS

Preamble

Continuing education (CE) is a form of recertification and is required for AFP certificants to renew their AFP certifications and continue using the AFP trademarks. AFP certificants must meet the renewal standard of 15 CE credits every year (2 of which must be obtained from CE programs on compliance or ethics). They are required to retain and provide such records and supporting documentary evidence upon request from IFPHK. These records should be kept for a minimum of three years.

Objectives

1. To maintain, deepen and extend professional competence and technical knowledge;
2. To keep track with the development of financial industry;
3. To acquire the updated knowledge of the trend in financial planning field; and
4. To support financial planners' effort in keeping the professional knowledge up to date.

General Guidelines

- AFP certificants have the obligation to fulfill and maintain CE requirement. If AFP certificants fail to comply with the CE requirement, it may lead to refusal of certification renewal.
- AFP certificants are required to declare meeting the CE requirement upon certification renewal.
- AFP certificants are required to maintain and provide CE records and supporting documentary evidence upon request from IFPHK during the random audit. These records should be kept for a minimum of three years.
- CE credits documentation may be a grade report or transcript for programs involving an examination, or attendance evidence such as certificates issued by the course providers. The certificate of attendance should include: AFP certificant's name, name of program, name of CE sponsor, date of program, location, number of CE credits and signature of sponsor representative.
- In general, for each hour's participation in recognized CE programs, one CE credit can be granted.
- Excess CE credits gained within the year cannot be carried forward to the following year.
- AFP certificants should file the declaration of compliance with integrity. All filings are subject to random audit. Disciplinary actions would be taken upon proof of violations.
- During the audit, randomly selected AFP certificants are required to submit the CE attendance records and supporting documentary evidence that cover the following to IFPHK for assessment and record:
 - ✓ Name of AFP certificant
 - ✓ Name of CE program
 - ✓ Content of CE program
 - ✓ Organizer of CE program
 - ✓ Date of CE program
 - ✓ Number of CE credits or participation hours of each CE program

Recognized CE Programs

- The programs should be tied directly to professional knowledge, skills and abilities that are covered in the certification process, and be relevant to professional development of a personal financial planner.
- The CE programs should be of significant intellectual and practical content which in general involves interaction with other individuals.
- Content of CE programs should be topics covered in the CFP Certification Examination Syllabus including:
 - Asset management
 - Estate planning
 - Financial management
 - Financial planning principles
 - Insurance planning
 - Investment planning
 - Retirement planning
 - Risk management
 - Tax planning

Programs on communication skills are also accepted. In addition, at least 2 CE credits must be obtained from CE programs on compliance or ethics.

AFP® Certification Renewal Policy and Guidelines on CE Requirements

- The programs should be presented in structured format. Structured CE programs include:
 - Studies for a relevant post-graduate degree
 - Studies for professional qualifications such as:
 - CFA (Chartered Financial Analyst)
 - ChFC (Chartered Financial Consultant)
 - CLU (Chartered Life Underwriter)
 - ACII/FCII (Associate or Fellow of the Chartered Insurance Institute)
 - FLMI (Fellow of the Life Management Institute)
 - CPCU (Chartered Property Casualty Underwriter)
 - LUTCF (Fellow of the Life Underwriter Training Council)
 - CPA (Full Member of Hong Kong Institute of Certified Public Accountants)
 - Member of Hong Kong Bar Association
 - Member of the Law Society of Hong Kong
 - Fellow Member of the Actuarial Society of Hong Kong
 - Studies in relevant correspondence (distance learning) courses which require face-to-face participation by the member
 - Studies in relevant and well structured online learning courses that require participants to pass a build-in test as one of the completion criteria (For online learning courses, the general rule of one hour participation equals to one CE credit may not be applied)
 - Studies in relevant courses offered by universities or other tertiary institutions
 - Studies in relevant courses/seminars/workshops offered by professional bodies
 - Attending relevant conferences organized by professional bodies
 - Writing of relevant technical articles, papers or books
 - Working as a lecturer, instructor or discussion leader on a structured CE course (repeated presentations of the course should not be considered for this purpose)
 - Preparation of training materials for a structured CE course
 - Participation in relevant conferences, briefing sessions, discussion groups or comprehensive research studies
 - Serving as a member of committees and working groups of a professional body or a technical committee of an individual firm in the financial planning field
 - Undertaking technical research in the financial planning arena for a new piece of work provided the research is subsequently applied to an engagement
- CE program presenters should be technically competent.
- CE program organizers should have good track record of delivering quality programs.
- Trainings on general management which are not directly related to financial planning will not be considered as recognized CE programs.
- Programs which do not have proof of attendance or examination record, generally cannot be accepted as CE programs.
 - Examples:
 1. Reading financial press, business or financial literature and professional literature;
 2. Subscription to professional or business publications;
 3. Self-study, e.g. watching financial related television programs or videos.

F. UPDATES AND CHANGES

AFP certificants should observe and follow the current renewal policies and procedures set out in the AFP® Certification Renewal Application Form in use.

IFPHK will review and update the re-certification requirements and policies as and when needed. Therefore, AFP certificants are advised to closely observe the latest announcements on IFPHK website, and pay specific attention to notices sent to them by IFPHK.



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