

F. Major Ongoing Efforts within the Industry vis-à-vis Consumers

Guidelines, etc. are developed for each step from conclusion of contract to payout of claims as follows:

Consumer Education	Life Insurance Buyer's Guide (Jan 2006)
	Gives consumers a fair and unbiased explanation when shopping for life insurance: 1. Important things to consider; 2. How to choose life insurance; 3. How to review life insurance; 4. Things to consider when buying life insurance. (compiled by Japan Institute of Life Insurance, or JILI)
Presentation /Advertising	Guidelines for Appropriate Presentation of Life Insurance Products (Oct 2003)
	Aims to ensure appropriate presentation of insurance products in sales materials (including advertising), with consideration given to the characteristics of different media and products. The main focus is to prevent unreasonable product claims that may cause misunderstanding.
Solicitation	Guidelines for Policy Overview (Mar 2006)
	Specifies how to draft and compile the "Policy Overview" notice, which contains essential information on the contents of insurance products, etc.
	Guidelines for Warning Information (Mar 2006)
Contracting/ Underwriting	Guidelines for Obtaining Truthful Disclosure from Customers (Jun 2005)
	Specifies information policyholders must be made aware of to ensure truthful disclosure, and shows samples of sales materials and correctly completed nonmedical report (customer's disclosure). Also specifies suitable sales explanations, contents of solicitors' training program.
Payout	Guidelines for Appropriate Insurance Payout Procedures (Jan 2006)
	Aims to promote an appropriate insurance payout control system by clarifying points for prompt and appropriate payout procedures. Also shows suitable explanations to provide when receiving claims and giving instructions, denying claims, etc. Specific efforts being made are as follows:
	Points to Consider in Nullifying a Contract due to Applicant's Misrepresentation (Jun 2005) (unpublicized)
	Facilitates the process of nullifying fraudulent contracts by identifying possible patterns of fraud and describing considerations in their cancellation. Also shows suitable explanations to provide at the time of solicitation and in case of cancellation.
Handling of Complaints/ Listening to Users' Opinions	Cross Reference System for Assessing Insurance Claims (Jan 2005)
	Aims to eliminate moral hazard (misuse of life insurance) by cross-referencing information on policies to assist in payout judgments as necessary. System is operated jointly with Zenkyoren, Zenrosai and JCCU.
Dispute Resolution	Measures to Improve Handling of Complaints and Inquiries (Jan 2006)
	Timely and substantive information on complaints received at the LIAJ is provided for member companies in a periodic report entitled the "Voice Report." Rules were compiled for warning information with respect to the management of member companies. Consumers' Voice Office and Council on Consulting Centers were set up. These aim to integrate complaint information, analyze complaint causes, and help companies share information on complaint processing.
Personal Information Protection	Measures for Upgrading Arbitration Council (Jan 2006)
	Increased the number of Council members, introduced a system in which medical doctors' advice can be offered, and strengthened rules to enhance transparency and neutrality.
Personal Information Protection	Procedural Guidelines for Personal Information Protection in the Life Insurance Business (Apr 2005 Final Revision)
	In accordance with the Act on Protection of Personal Information, guidelines regarding purpose of use, security measures, and procedures for providing policyholders with their own personal information upon request. The practical guidelines for security measures provide rules and measures needed to ensure safety.