

16. 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 (September 2007 Revision) compiled by JILI
	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.
Presentation /Advertising	Guidelines for Appropriate Presentation of Life Insurance Products (September 2007)
	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 (September 2007)
	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 (July 2008 Revision)
	Specifies how to draft and compile the "Warning Information" notice, which contains warnings that insurers should give customers regarding the contents of insurance contracts, etc.
	Guidelines for the Sales of Life Insurance with Market Risks (September 2007)
	Specifies appropriate advertising, solicitation, confirmation of customer's determination, needs or contents of contracts concluded.
Contracting/ Underwriting	Guidelines for Pre-contract Documentation (July 2008 Revision)
	Specifies attention to be paid in preparing Policy Overview and Warning Information in concluding contracts for insurance products with strong investment characteristics such as variable insurance.
	Guidelines for Obtaining Truthful Disclosure from Customers (May 2008 Revision)
Claims/ Payout	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.
	Guidelines for Appropriate Insurance Payout Procedures (June 2008 Revision)
	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 (June 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. Cross Reference System for Assessing Insurance Claims (January 2005)
	Aims to eliminate moral hazard by cross-referencing information on policies to assist in payout judgments as necessary. System is operated jointly with Zenkyoren, Zenrosai and JCCU.
Handling of Complaints/ Listening to Users' Opinions	Guidelines for Advising Customers on How to File a Claim (December 2008)
	Describes the basic idea of how to handle insurance claims at each company, and provides concrete examples of how to advise customers.
	Measures to Improve Handling of Complaints and Inquiries (January 2006)
Dispute Resolution	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.
	Measures for Upgrading Arbitration Council (January 2006)
Personal Information Protection	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.
	Procedural Guidelines for Personal Information Protection in the Life Insurance Business (April 2005 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.