

<Appendix> Voluntary Guideline List

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Voluntary Guideline List

In order to fulfill social responsibilities and business roles, the LIAJ has defined a code of conduct for life insurance companies and their management/employees to follow and provides voluntary guidelines for practical handling and points to consider, to be reflected in their operations.

Code of Conduct
Specifies basic requirements and policies to be followed in member companies' business management and in senior managers and employees' performance.
Guidelines for Appropriate Representation of Life Insurance Products
Aims to ensure appropriate representation of insurance products in sales materials.
Guidelines for System related to Reviewing Materials for Soliciting Life Insurance Products
Specifies information for improving the system related to reviewing materials for soliciting life insurance products.
Guidelines for Policy Overview
Specifies how to draft and compile the "Policy Overview" notice, which contains essential information on the contents of insurance products.
Guidelines for Warning Information
Specifies how to draft and compile the "Warning Information" notice, which contains warnings that insurers should give customers regarding the contents of insurance contracts.
Guidelines for Pre-contract Documentation
Specifies matters to be noted when preparing Policy Overview and Warning Information in concluding contracts for insurance products with strong investment characteristics such as variable insurance.
Guidelines for the Sale of Life Insurance with Market Risks
Specifies appropriate advertising, solicitation, confirmation of customer's intentions, needs or contents of contracts concluded.
Guidelines for Obtaining Faithful Disclosure from Customers
Specifies information policyholders must be made aware of to ensure faithful disclosure, and shows samples of sales materials and correctly completed non-medical report (customer's disclosure). Also specifies suitable sales explanations, contents of solicitors' training program.
Guidelines for Appropriate Application or Underwriting of Life Insurance Policies Targeting Minors as the Insured
Specifies reference information for member companies when they undertake life insurance policies targeting minors, especially under the age of 15.
Guidelines for Appropriate Insurance Payout Procedures
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, refusing claims, etc.
Guidelines for Advising Customers on How to File a Claim
Describes the principle of how to handle insurance claims at each company, and provides concrete examples of how to advise customers.
Handbook on anti-money laundering and combating the financing of terrorism Q&A on anti-money laundering and combating the financing of terrorism
Describes money laundering and terrorist financing as well as their countermeasures.
Procedural Guidelines for Personal Information Protection in the Life Insurance Business
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.
Practical Guidelines for Life Insurers' Security Control Measures to Secure Personal Data Protection
Specifies necessary and appropriate rules and building a system for securely managing personal data.
Action Guidelines for Environmental Issues
Aims to help preserve the environment and to hand over a rich and stable world to future generations, acknowledging the importance of environmental issues as well as the role of the life insurance business in providing security for people with the spirit of cooperation.
Action Programs for the Environment by Life Insurance Industries
Aims to promote further actions on environmental issues.