



Reference Document: CLHIA STANDARDIZED MGA COMPLIANCE REVIEW SURVEY

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CLHIA Standardized MGA Compliance Review Survey

Instructions

Introduction

The MGA Compliance Review Survey (CRS) is a standardized survey that CLHIA member companies (Companies) have agreed to use to assist in assessing the performance of compliance functions that are carried out by Managing General Agencies (Agencies). It is divided into 11 sections.

- 1. General Information about the Agency
- 2. Screening Advisors for Suitability
- 3. Ongoing Monitoring of Advisors for Suitability
- 4. Reporting and Investigating Concerns about Advisors
- 5. Managing Conflicts of Interest
- 6. Privacy
- 7. Anti-money Laundering/Anti-Terrorist Financing
- 8. Doing Business in Quebec
- 9. Internal Audit/Independent Review of Compliance Program
- 10. Company-specific Questions
- 11. Agency assertion/sign-off

This survey will be reviewed and updated on an as-needed basis to reflect changes in industry practices, new statutory requirements and interpretations with respect to the applicability of existing statutory requirements.

Use by the Company

Companies should check the CLHIA website to confirm that the current version is being used.

A number of questions ask about changes since the last survey. Accordingly, Companies should advise the Agency if an updated version of the survey is being used.

The Company should use a risk-based approach to determine how frequently to administer the survey and whether to seek responses to some or all of the questions. Note, however, that CLHIA Guideline G18 *Insurer-MGA Relationships* which comes into effect on January 1, 2015 advises that Companies should require that MGAs complete and submit the CRS or a similar survey on an annual basis.

If a Company does not wish to receive a response to a specific question or group of questions, the Company may mark Not Applicable in the answer field

Apart from adding "Not Applicable" in the answer field, the questions in Sections 1-9 cannot be added to or otherwise modified.

If a Company wishes to ask additional questions related to one of the sections, these should be added in Section 10. Additional questions should be kept to a minimum, usually two or three and no more than ten.

This survey is intended to be part of a comprehensive compliance monitoring program. In particular, the survey is not designed to assess the extent to which an Agency has implemented specific policies or procedures.

Use by the Agency

Sections 1-9 contain standardized questions that all Companies using the survey have agreed to use.

Some of the questions can be answered with checks or filling in blanks. Many of the questions require brief written descriptions of policies or procedures or attachments.

It is generally assumed that Agencies will have written policies and procedures that address the matters covered in this survey. The Attachment Checklist at the end of these instructions provides an outline of what, at a minimum, should be covered in the Agency's compliance policies and procedures.

Where the Agency has a comprehensive set of up-to-date written policies and procedures, it will generally be sufficient to attach these and note beside each question in the CRS the relevant section in the policies and procedures that addresses the question. Where the Agency does not have written policies and procedures or the policies and procedures do not address the specific question, a written description of relevant practices should be provided in the response.

Once an Agency has prepared responses to the survey questions, these responses can be sent to for more than one Company provided the responses are accurate and up-to-date.

For example, if Company A and Company B both conduct the survey on the same date, identical responses for the questions in Section 1-9 can be sent to both companies. If Company C then conducts the survey three months later, the responses should be checked to confirm that they remain up-to-date. If nothing has changed, the identical responses

can be sent to Company C. Similarly, if Company A repeats the survey in the future, all that is required of the Agency is to update any responses where changes have occurred.

A number of questions ask about changes since the last survey. Accordingly, Agencies should keep a record of responses to individual Companies and the date when the most recent responses were provided. Agencies should also confirm with the Company that the survey is the same version as the one most recently completed.

Section 8 only needs to be completed if the Agency is operating in Quebec.

This survey is intended to be part of a comprehensive compliance monitoring program. In particular, the survey is not designed to assess the extent to which an Agency has implemented specific policies or procedures.

Generally, there are no "correct" answers. An Agency's response to a specific question will be interpreted within the context of the Agency's overall compliance system. As well, each Company will evaluate the responses based on the specific provisions in the contract between it and the Agency completing the survey.

Please read the explanatory notes at the beginning of the sections carefully before completing the survey. These will assist in ensuring that the intent of the questions is accurately understood. Agencies may also wish to refer to the CLHIA Reference Document *MGA Compliance* for more information about insurer expectations and industry practices.

Attachment Checklist

A number of questions ask the Agency to attach specific documents. The following checklist of attachments can be used to check for completeness of survey responses. The relevant question in the survey is noted for each item requested.

	Yes	No	N/A
Organization chart for Agency, Q.7			
Organization chart for compliance structure, Q.8			
Third-party outsourcing agreement(s), Q.15			
Sample contract/agreement between the Agency and			
its advisors, Q.17			
Policies and procedures for screening, Q.19			
Policies and procedures for monitoring, Q.24			
Code of conduct, Q.30			
Complaint handling policy, Q.33			
Complaint log, Q.33			

Process for notifying Company of complaints, Q.34		
Supporting documents related to process of investigating allegations of advisor misconduct, Q.35		
Advisor disclosure template, Q.38		
Needs-based selling materials, Q.40		
Policies and procedures related to privacy, Q.42		
Record retention and destruction policy, Q.46		
Privacy breach policy, Q.47		
Policies and procedures related to AML/ATF, Q.50		
Complaint handling policy (Quebec), Q.57		

1. General Information about the Agency

Question	Response
1. Identify the Agency.	Full Legal Name: Mailing Address:
2. Who can respond to questions about the answers to this survey?	Name: Title: Contact Information:
3. Who is the most senior Compliance Officer in the Agency?	Name: Title: Contact Information:
4. Who is the Privacy Officer in the Agency.	Name: Title: Contact Information:
5. Who is the Chief Anti-Money Laundering Officer	Name: Title: Contact Information:
6. Briefly describe the ownership structure of the Agency.	
7. Briefly describe the organizational structure of the Agency or provide a current organization chart of the Agency's leadership.	
8. Describe the Agency's life insurance compliance organization and attach an organizational chart.	
9. Briefly describe how the Agency distributes life insurance products.	
10. Have any changes occurred in the Agency that would affect the distribution of life insurance products since the last review, for example the addition of new distribution methods or capacity?	Yes If yes, provide details
11. Briefly describe the process (transaction flow) from the time the representative completes an application with a client until submission to the Company.	
12. In which jurisdictions does the Agency currently hold insurance licenses? Check all that apply.	Alberta
13. Have there been any changes in jurisdictions since the last review?	Yes ☐ If yes, provide details No ☐
14. Are any changes in jurisdictions planned in the next 12 months?	Yes ☐ If yes, provide details. No ☐

15. Has the Agency outsourced any aspect of its processes with the result that client information is handled by a 3 rd party (e.g., back office administration)?	Yes ☐ If yes, describe and provide a copy of agreement No ☐
16. What is (are) the existing relationships between the Agency and the Agency's advisors? Check all that apply.	Employee Independent Agent Attached to the Agency (Quebec) Other If other, describe
17. Is there an agreement/contract in place that governs the relationship between the Agency and the advisor?	Yes ☐ If yes, provide a sample No ☐

2. Screening Advisors for Suitability

Prior to offering a contract to an advisor, an Agency will typically assess his or her suitability to act as a licensed life agent. A variety of reasons make this a matter of prudent business practices. First, an Agency may be held financially responsible for things such as charge backs or other debts to insurers if an advisor is insolvent. In some circumstances, an Agency may be accountable if the advisor engages in transactions that violate statutory requirements related to things like money laundering or privacy.

Separate and apart from this, in the contract between an Agency and an insurer, the Company may delegate certain screening functions to the Agency. In delegating these functions, the Company may rely entirely on the Agency to carry them out or it may use the Agency as a "second set of eyes" to complement its own screening. Where an Agency recommends an advisor to the Company, the Company expects that the Agency has taken all reasonable steps to confirm the suitability of the advisor.

As part of a comprehensive strategy to manage reputation risk, a Company will assess, generally, how an Agency carries on business and, specifically, its capability to carry out functions delegated to it by the Company.

The following questions are designed to help the Company determine whether the Agency's system for screening meets the standards set out in CLHIA Guideline G8 *Screening Agents for Suitability and Reporting Unsuitable Agents* and the Company's policy.

Question	Response
18. Who is responsible for the screening and	Name:
suitability assessment of advisors?	Title:
	Contact Information:
19. Are the Agency's written policies and	Yes If yes, attach a copy
procedures related to screening advisors for	
suitability up-to-date and complete?	No ☐ If no, provide a description of screening
	practices
20. Do these screening policies and procedures	Background and reference checks
include the following:	Yes No No
	Credit checks (including bankruptcy history)
	Yes No No
	Prior work or business experience confirmation
	Yes No
	Review of debt to other insurers and industry
	participants
	Yes No No
	Review of industry market conduct history
	Yes No No
	Licensing confirmation
	Yes No No
	Errors & Omissions confirmation
	Yes ☐ No ☐ Criminal record check
	Yes No
	ies 📋 No 📋
21. For each of the items in Question 20, does your	Background and reference checks
Agency's screening policies and procedures include	Yes No
prescribed actions to be taken when deficiencies are	Credit checks (including bankruptcy history)
noted?	Yes No
	Prior work or business experience confirmation
	Yes No

	Review of debt to other insurers and industry
	participants
	Yes No
	Review of industry market conduct history
	Yes No No
	Licensing confirmation
	Yes No No
	Errors & Omissions confirmation
	Yes No No
	Criminal record check
	Yes No No
22. Does the screening policy provide for	Yes If yes, name and title of person with
exceptions in the screening process?	authority to grant exceptions
	No 🗌

3. On-going Monitoring of Advisors for Suitability

Assessing an advisor's suitability is an on-going process. However, on-going monitoring differs from initial screening in at least two respects.

First, reflecting the risk-based nature of compliance practices, monitoring will generally be more targeted. Second, whereas screening in intended to determine an advisor's suitability, monitoring is primarily intended to find signs that there might be a concern.

As is the case for initial screening, a Company will assess, generally, how an Agency monitors its advisors and, specifically, how it carries out functions delegated to it by the Company.

Suitability refers to the general conduct and the sales practices of the advisor. In assessing sales practices (e.g., managing conflicts of interest, following needs-based sales practices, etc.), an Agency is in a position to look for patterns in transactions at a macro level and indirect evidence (e.g., documentation) of the advisor's practices.

The following questions are designed to help the Company determine whether the Agency has a reasonable system in place to ensure advisors comply with regulations, industry guidelines and Company Policy.

Question	Response
23. Who is responsible for the Agency's on-going	Name:
monitoring of advisors?	Title:
	Contact Information:
24 4 4 4 4 1 1 1 1 1 1	X
24. Are the Agency's written policies and	Yes ☐ If yes, attach a copy
procedures related to monitoring advisors complete and up-to-date?	No ☐ If no, provide description of monitoring
and up-to-date?	No If no, provide description of monitoring practices
25. Does the Agency's policies and procedures	Protection of personal information
regarding monitoring of sales practices and conduct	Yes No N
of advisors address the following?	Holding out as a life and/or A&S insurance agent.
•	representations and advertising standards, including
	websites
	Yes No No
	Unfair trade practices, including rebating
	Yes No
	Managing conflicts of interest, including needs-
	based sales practices and use of advisor disclosure Yes No
	Unresolved criminal charges and/or regulatory
	investigations or disciplinary actions
	Yes No No
	Financial health, including garnishments,
	bankruptcy or insolvency of advisor
	Yes No
	Licensing requirements, including E&O and CE
	Yes No
	Legislated compliance requirements, including the
	replacement of life insurance policies Yes No No
	Sales practices, including misrepresentation
	Yes No
	Sales trends, including conservation and persistency
	where available
	Yes \(\subseteq \text{No} \subseteq \)

26. Does the Agency ensure that advisors are	Yes ☐If yes, describe the procedure
licensed and carry adequate E&O insurance in the jurisdictions where they do business?	No 🗆
27. Does the Agency have a policy that requires advisor to report to the Agency if they have had	Yes If yes, describe the procedure if E&O not in force
their licence or E&O insurance cancelled or failed to renew?	No 🗆
28. Does the Agency ensure that advisors are	Yes If yes, describe the procedure
complying with supervision requirements in jurisdictions that have such requirements, i.e., BC, MB, QC and SK?	No 🗆
29. Are there any products or services that the	Yes ☐ If yes, what products or services?
Agency does not permit advisors to promote and/or sell?	Yes ☐ If yes, how is this enforced?
	No 🗌
30. Does the Agency have a Code of Conduct for employees and advisors?	Yes ☐ If yes, attach copy
r	No 🗌
31. Describe the procedure for communicating standards of conduct to your Agency's advisors.	

4. Reporting and Investigating Concerns about Advisors

Consistent with the idea that monitoring is primarily intended to find signs that there might be a concern about the suitability of an advisor, the intention of reporting is to make the relevant Company (or Companies) aware of these concerns.

The Company does not delegate regulatory reporting of unsuitable advisors.

The Company expects the Agency to have a process to respond to allegations and signs of advisor misconduct. This process should include fact-finding or investigation. The Company requires notification of:

- client complaints about an advisor's conduct in relation to the sale of the Company's products
- evidence of possible misconduct by the advisor in relation to the sale of the Company's products
- conclusions (by the Agency or a regulatory/governing organization) that an advisor has contravened regulations, rules or applicable codes of conduct in relation to the sale of any-time financial services product.

Generally, the Company will use information about complaints and possible misconduct to determine if further investigation is warranted. If it decides further investigation is required, it will direct the investigation and advise the Agency of specific steps.

For concerns that do not involve a Company, the Agency will need to make decisions about when and how to investigate. The Agency also needs to be able to make decisions on its own about when and how to elevate the risk-based monitoring it does once it detects a concern.

The following questions are designed to help the Company determine if the Agency's processes are sufficient and designed to make the Company aware of concerns about an advisor's suitability.

Question	Response
32. Are the Agency's advisors required to report client complaints to the Agency?	Yes
	No ☐ If no, explain why
33. Does the Agency have a documented complaint handling policy?	Yes ☐If yes, attach a copy
	Yes ☐ If yes, attach a sample complaint log
	No ☐ If no, describe the process
34. Does the Agency have a documented process to	Yes ☐If yes, attach a copy
inform the Company of concerns, including client	
complaints, about an advisor's conduct related to the	No ☐If no, describe the process
Company's products?	
35. Does the Agency have a documented process	Yes ☐If yes, attach a copy
for investigating concerns about an advisor's possible misconduct regardless of the source of the	No ☐ If no, describe the process
concern?	Tho I in no, desertee the process
36. Are the Agency's advisors required to report	Yes
regulatory inquiries or investigations to the Agency?	
	No ☐ If no, explain why
37. What is your process for notifying the	
Company if an advisor is no longer contracted /	
employed by the Agency?	

5. Managing Conflicts of Interest

In June 2006, the Canadian Council of Insurance Regulators endorsed three principles for managing conflicts of interest. According to these principles, advisors should:

- 1. Give priority to the client's interests
- 2. Disclose conflicts or potential conflicts of interest, and
- 3. Recommend products and services based on the needs of the client

To address the second principle, in 2005 Advocis, CAILBA, CLHIA and IFB released a reference document designed to assist advisors in creating appropriate and compliant disclosure about themselves and their business relationships for delivery to their clients. Advisors should maintain evidence that appropriate disclosure has been made. The disclosure protocol covers seven elements:

- 1. License and jurisdiction
- 2. Companies that the advisor represents
- 3. Nature of the relationship with the companies represented
- 4. How the advisor is compensated (e.g., commission or salary)
- 5. If the advisor is or may be eligible for additional compensation such as a travel incentive or bonus
- 6. Conflict of interest disclosure if required
- 7. Invitation to the client to ask for more information

To address the third principle, in 2007 CLHIA released a reference document, entitled *The Approach*, that describes needs-based sales practices. In 2013 CLHIA released a reference document entitled *IVIC Suitability* that builds on *The Approach* by describing its specific application in transactions involving IVICs or segregated funds as they are commonly called.

These reference documents are posted on the CLHIA website (www.clhia.ca) under Materials for Financial Advisors.

Question	Response
38. Does the Agency provide an advisor disclosure	Yes ☐If yes, attach a copy
template that covers the seven areas of disclosure	
described above?	No 🗌
39. What is the Agency's process for ensuring that advisors are providing appropriate disclosure to their clients?	
40. Does the Agency provide training or materials to its advisors to assist them with needs-based	Yes, training ☐If yes, describe recent programs
selling?	Yes, materials ☐If yes, attach copies
	No 🗆
41. How does the Agency verify that advisors	
maintain adequate documentation of needs-based	
selling?	

Privacy 6.

The Agency is subject to privacy legislation in Canada. Privacy legislation in Canada is based on 10 principles which business must follow:

- 1. Accountability
- 2. Identifying purposes
- 3. Consent
- 4. Limiting collection
- 5. Limiting use, disclosure and retention
- 6. Accuracy
- 7. Safeguards8. Openness
- 9. Individual access
- 10. Challenging compliance

Question	Response
42. Are the Agency's written policies and	Yes ☐If yes, attach a copy
procedures related to privacy complete and up-to-	
date?	No ☐ If no, provide a description of the privacy
	practices
43. How does the Agency ensure the effectiveness	
of these procedures?	
AA II aa daa daa Aaaaa aa a	
44. How does the Agency communicate with and train its employees on this policy?	
train its employees on this policy?	
45. How does the Agency communicate with and	
train advisors on this policy?	
46. Does the Agency have policies and procedures	Yes ☐If yes, attach a copy
for retention and destruction of information?	
	No If no, describe the process
47. Does the Agency have a privacy breach policy and procedure?	Yes ☐ If yes, attach a copy
	No ☐ If no, describe the process
48. How does the Agency notify the Company of	
any privacy breach involving information collected	If notification is included in the breach policy,
in the course of selling the Company's product and serving the Company's clients?	identify the specific provisions.
	Otherwise, describe the notification process.
49. Is client data stored with a third-party?	Yes, inside Canada
	Yes, outside Canada
	No 🗌

7. Anti-money laundering and Anti-terrorist Financing (AML/ATF)

The Agency is subject to the *Proceeds of Crime (Money Laundering) and Terrorist Financing Act* and associated Regulations. As required under the Act, the Agency must have a compliance regime to comply with reporting, record keeping and client identification requirements.

The following five elements must be included in a compliance regime:

- 1. The appointment of a compliance officer
- 2. The development and application of written compliance policies and procedures
- 3. The assessment and documentation of risks of money laundering and terrorist financing, and measures to mitigate high risks
- 4. Implemented and documented ongoing training program
- A documented review of the effectiveness of policies and procedures, training program and risk assessment

Question	Response
50. Are the Agency's written policies and	Yes ☐If yes, attach a copy
procedures related to AML/ATF complete and up-to-date?	No ☐ If no, describe the AML/AFT practices
51. Has the Agency assessed AML/ATF risks for	Yes
the Agency and put measures in place to mitigate high risks?	No 🗆
52. How does the Agency communicate with and train its employees regarding AML/ATF obligations?	
53. How does the Agency communicate with and train advisors regarding AML/ATF obligations?	
54. How does the Agency test the effectiveness of its AML/ATF compliance regime?	

8. Doing Business in Quebec

Firms and representatives registered to sell insurance products in Quebec are subject to specific statutory requirements. These include:

- Act respecting the distribution of financial products and services
- the regulation respecting the pursuit of activities as a representative
- the regulation respecting firms, independent representatives and independent partnerships
- the regulation respecting the keeping and preservation of books and registers
- the code of ethics of the Chambre de la sécurité financière
- the regulation governing compulsory professional development Chambre de la sécurité financière
- the regulation respecting information to be provided to consumers
- Quebec language laws

Answer Questions 53-57 only if Agency operates in the Province of Quebec.

Question	Response
55. How does the Agency ensure its advisors	
comply with their obligations to conduct a needs	
analysis and provide the client with the required	
documentation?	
56. How does the Agency make sure client records	
are maintained (or kept) in Quebec and/or readily	
available at the principal establishment in Quebec?	
57. Does the Agency have a policy for Client	Yes ☐If yes, attach a copy
Complaint Handling?	
	No ☐ If no, describe the process
58. How is the policy for Client Complaint	
Handling communicated to the Agency's members	
and advisors?	
59. Are all the Agency's policies and procedures	Yes
available in French?	
	No 🗌

9. Internal Audit/Independent Reviews of Compliance Program

Question	Response
60. Is a regular review of the Agency's compliance	Yes
program and its effectiveness conducted?	
	No 🗆
61. How often is the review conducted?	
62. Who conducts the review?	Name:
	Title:
	Contact Information:
63. Are any significant changes planned for the	Yes ☐If yes, briefly describe
Agency's compliance program?	
	No ☐ If no, explain why

10. Company-Specific Questions	
This section is reserved for additional questions an individual Company may wish to ask. may relate to one of the previous sections or to other matters of interest to the Company.	These questions

Assertion

I have knowledge of the information provided in this Survey and attest that it fairly represents the policies and procedures followed by the Agency and is, to the best of my knowledge, accurate.

I, the person who has typed their name below, confirm that I am authorized to make the statements and answer the questions contained herein on behalf of the Agency to which this Survey relates. I further confirm and agree, personally and on behalf of the Agency, that adding my electronic signature by typing my name in the space indicated below and sending this electronic form via email to the Company, binds the Agency to the statements and answers I have provided.

[Name of Agency]	
Per:[type name]	
[title and email address]	
To be completed by the person responsible for the Agency's compliance programs:	* * *
Name:	Name:
Title:	Title:
Signature:	Signature:
Date:	Date: