



CODE OF ETHICS

CFP Board's *Code of Ethics* reflects the commitment that all CFP® professionals make to high standards of competency and ethics.

A CERTIFIED FINANCIAL PLANNER™ Professional must:

Act with honesty, integrity, competence, and diligence.

Act in the client's best interests.

Exercise due care.

Avoid or disclose and manage conflicts of interest.

**Maintain the confidentiality and protect
the privacy of client information.**

**Act in a manner that reflects positively on the financial
planning profession and CFP® certification.**