

Code of Conduct for members

The Equity Release Council is the leading trade body for the UK's equity release sector, championing high standards of conduct and consumer protections in later life lending.

Membership of the Council is a mark of trust, professionalism, and commitment to best practice. It signals to customers, peers, and regulators that a member operates with integrity, transparency, and a deep commitment to delivering fair consumer outcomes.

Being a member is a privilege that carries significant responsibility. By adhering to the Council's Code of Conduct and its Standards members help to uphold the reputation of the sector, safeguard consumer confidence, and maintain the integrity and standing of the Council and its membership.

This Code of Conduct sets out the standards of behaviour and professionalism expected of all members. It ensures that members work collaboratively to foster a culture of respect, trust, and ethical practice across the industry.

Member Responsibilities

- ✔ **Consumer First** – Always act in the best interests of consumers.
- ✔ **Integrity and Honesty** – Uphold the highest standards of ethical conduct.
- ✔ **Professional Competence** – Deliver services with care, diligence, and skill.
- ✔ **Courtesy** – Treat all individuals with professionalism and fairness
- ✔ **Collegiality** – Respect and value the knowledge, views, and experience of others.
- ✔ **Compliance** – Adhere fully to the Council's Code of Conduct, Standards, and policies.
- ✔ **Respect** – Avoid behaviour which might be discriminatory, harassing or abusive

Member Obligations

Members are expected to:

- ✔ **Abide by all Council Rules:** Adhere to the Articles of Association, policies, and membership obligations, including compliance with all terms and conditions.
- ✔ **Communicate clearly and appropriately**, ensuring information is accessible and accurate.
- ✔ **Clearly disclose their Council membership** and explain any affiliations on all websites and promotional materials that display the endorsement mark.

- ✔ **Use the Council's name, endorsement mark, and resources** only with prior authorisation and in accordance with Council guidelines.
- ✔ **Clearly distinguish personal opinions from official Council views** when speaking publicly.
- ✔ **Never represent the Council** without formal authorisation.
- ✔ **Raise concerns** if obligations under the Code of Conduct conflict with those of an employer, supplier, or other third party.
- ✔ **Promptly inform the Council** of any civil or criminal proceedings that could impact their professional standing or that of their firm.

Member Commitment

By becoming or remaining a member, you pledge to:

Uphold

the values, principles, and standards of this Code of Conduct

Act

with professionalism, integrity, and transparency

Protect

consumer interests and support public trust in the sector

Through collective commitment, we strengthen the equity release market and uphold the proud reputation of the Equity Release Council.

Failure to Uphold the Code

Failure to comply with this Charter may result in suspension or termination of membership.

Such action may be taken where a member's behaviour:

- Poses a risk to consumers; or
- Harms the Council's reputation;
- Breaches the Council's standards or policies.

All actions will follow the Council's Suspension and Termination Policy, ensuring fairness, consistency, and due process.

The Council reserves the right to update the Code of Conduct as required, with written notice provided to all members.

Members will be expected to comply with any updates as a condition of ongoing membership.

Use of the Council's Endorsement Mark

The Council's endorsement mark is a trusted symbol of quality and ethical standards.

Members in good standing may display it on:

- Websites
- Business documents
- Marketing materials

The endorsement mark must always be used according to the Council's branding guidelines, helping consumers easily identify trusted, approved professionals. Please see specific guidelines for use of logo.

