

CONF/IRA/10/001/03

17th March, 2016

CIRCULAR NO. IC, RE, IB, 03/2016

TO: ALL INSURERS

ALL INSURANCE BROKERS

ALL REINSURERS

RE: SELF ASSESSEMENT TOOL ON TREATING CUSTOMERS FAIRLY (TCF)

The self assessment tool on Treating Customers Fairly (TCF) is issued pursuant to Section 3A of the Insurance Act, Chapter 487 of the Laws of Kenya.

The aim of the TCF self assessment tool is to ensure fair treatment of policyholders and beneficiaries in any insurance contract in line with the Authority's mandate and best practice.

The fundamental principle behind implementation of the self assessment tool is to protect the interests of the policyholders and all stakeholders of the insurance industry thereby promoting consumer confidence and increasing insurance penetration.

To this end, the insurance Regulatory Authority issues the Self Assessment Tool on Treating Customers Fairly which will form the basis of all insurance business in the industry with effect from **1st January 2017**. The tool may be accessed on the Authority's **website www.ira.go.ke**

Please ensure compliance with the circular.



SAMMY M MAKOVE

COMMISSIONER OF INSURANCE & CHIEF EXECUTIVE OFFICER

