

---

## MESSAGE FROM MANAGING DIRECTOR

Welcome to Caribbean Alliance Insurance Company Limited's Code of Conduct.

At Caribbean Alliance, acting with integrity, transparency, and accountability is fundamental to how we serve our customers and conduct our business. Ethical behaviour underpins the trust our customers place in us and supports our commitment to securing what matters most - *tomorrow secured*.

This Code outlines the principles and standards that guide our conduct as an insurance provider, including how we manage conflicts of interest, prevent financial crime, protect personal information, and engage fairly with customers, partners, and the wider community.

If you have concerns about our conduct or service, you are encouraged to raise them in accordance with our [\*\*Complaints Policy\*\*](#). All matters raised are treated seriously, confidentially, and without fear of retaliation.

Thank you for placing your trust in Caribbean Alliance Insurance Company Limited.



Alistair Letby  
**Managing Director**

# **Caribbean Alliance Insurance Company Limited**

## **CODE OF CONDUCT (CUSTOMER FACING)**

---

### **1 INTRODUCTION**

Caribbean Alliance Insurance Company Limited ("CAIC") is a licensed general insurance provider operating across multiple territories.

CAIC is committed to the highest professional and ethical standards in the delivery of our insurance products and services. This Code of Conduct (this "Code") sets out principles and minimum standards that guide how we do business and how we expect our branches, agencies, and third party provider to act when engaging with policyholders and stakeholders.

This Code supports our commitment to fairness, transparency, and responsible conduct, and helps ensure that we continue to earn and maintain the confidence of our customers and the communities we serve.

### **2 VISION**

Our vision is to:

" To be the premiere insurance company in the Caribbean - protecting families, businesses, and corporate customers; securing tomorrow, today."

### **3 MISSION**

To:

- Secure, protect and empower all CAIC's stakeholders by providing superior, dependable insurance coverage predicated on the principles of prudent underwriting, professionalism, and commitment.
- Fulfil CAIC's obligations to maintain its stability and its 'A Excellent' insurance industry rating.
- Invest in CAIC's network of employees and agents to ensure the delivery of service excellence and maintain systems for operational diligence, integrity, and forging of strong relationships built on cooperative mutual respect.

## **Caribbean Alliance Insurance Company Limited**

### **CODE OF CONDUCT (CUSTOMER FACING)**

---

- Lead on robust, innovative business solutions to improve efficiency, grow profitability, and increase shareholder value.
- Engage and support community and environmental initiatives that secure resilience in CAIC's shared future.

## **4 CORE VALUES**

Integrity	Honesty Trustworthiness
Excellence	A Excellent Rating Prompt Claims Settlement High Level of Customer Service Accuracy Efficiency
Stewardship	Accountability & Diligence Sound Underwriting Financial Stability Efficient Operations Societal & Environmental Responsibility
Relationships	Respect Empathy Loyalty

CAIC commits to complying with all laws and regulations, including employment laws in each of the territories in which it operates. CAIC strives to support a safe and harmonious working environment that promotes professional growth and development of all employees.

This Code documents and outlines CAIC's expectations regarding the behavior of all employees towards each other, customers, stakeholders, and society.

## **5 CAIC'S CULTURE**

CAIC's culture is grounded in integrity, prudence, and long-term sustainability. Our approach to business reflects conservative risk management, clear decision-making, and a strong focus on meeting the needs of policyholders while maintaining financial stability.

This culture has supported our growth over time and continues to guide how we balance service excellence with responsible underwriting and governance.

## **6 COMPLIANCE WITH THIS CODE**

CAIC expects all employees, agents, intermediaries, and relevant third parties to comply with this Code, alongside applicable laws, regulations, and internal policies. Compliance with this Code is an important part of how we safeguard our reputation and protect our customers.

## **7 ZERO TOLERANCE**

CAIC applies a zero-tolerance approach to conduct that could undermine trust or cause harm. This includes, but is not limited to:

- unsafe, illegal or unethical working practices
- violence and aggression
- discrimination, bullying and harassment
- fraud, bribery and corruption
- retaliation or action against anyone who raises concern in good faith

## **8 CULTURAL PRINCIPLES**

### **8.1 SPEAK UP**

CAIC encourages employees, customers, and third parties to raise concerns where conduct appears inconsistent with our values or this Code. We are committed to ensuring concerns can be raised safely and addressed appropriately.

### **8.2 INTEGRITY**

CAIC conducts business honestly and transparently, complying with applicable laws, regulations, and ethical standards in all territories where we operate.

### **8.3 POLICIES & STANDARDS**

CAIC maintains policies and procedures that support ethical conduct, customer protection, and regulatory compliance. These are reviewed and approved by the Board and updated as required.

### **9 RELATIONSHIP PRINCIPLES**

CAIC is committed to building respectful, fair, and transparent relationships with:

- Customers, by acting in good faith and treating customers fairly
- Intermediaries and agents, through clear contractual arrangements and ethical engagement
- Third party suppliers and partners, by negotiating fairly and honouring contractual commitments
- The wider community, by acting responsibly and supporting sustainable development

### **10 CONFLICT OF INTEREST**

CAIC actively manages conflicts of interest to ensure that decisions are made in the best interests of policyholders and the Company. Any actual or potential conflicts are identified, managed and mitigated appropriately.

### **11 GIFTS**

CAIC does not permit gifts or hospitality that could improperly influence business decisions or compromise independence. Any business courtesies must be modest, lawful, and consistent with ethical business practices.

### **12 FINANCIAL CRIME**

CAIC is committed to preventing financial crime and protecting customers, shareholders, and the financial system. We maintain strong controls to prevent:

- Bribery and corruption
- Fraud and theft

## **Caribbean Alliance Insurance Company Limited**

### **CODE OF CONDUCT (CUSTOMER FACING)**

---

- Money laundering and terrorist financing
- Tax evasion facilitation
- Market abuse

CAIC complies with all applicable financial crime legislation and work closely with regulators where required.

### **13 DATA PROTECTION AND CONFIDENTIALITY**

CAIC respects the privacy and confidentiality of personal information. We collect, use and store personal data responsibly and in accordance with applicable data protection laws. Further information is available in [CAIC's Privacy Policy](#).

### **14 DIVERSITY, DIGNITY AND RESPECT**

CAIC is committed to respectful, inclusive, and fair treatment of all individuals. We do not tolerate discrimination or harassment and promote a culture of dignity, professionalism, and mutual respect.

### **15 HEALTH, SAFETY AND ENVIRONMENT**

CAIC is committed to maintaining safe operations and reducing environmental impact. We recognise climate change as a key risk and are committed to transparency and responsible environmental stewardship..

### **16 MARKETING**

CAIC promotes its products and services in a clear, fair and transparent manner. CAIC does not engage in misleading, deceptive or unfair marketing practices.

### **17 REVIEW OF THIS CODE**

This Code of Conduct is reviewed periodically to ensure it remains relevant, effective, and aligned with regulatory expectations and good governance practices.