

A Davies Company



## **Top news**

# The FCA's newly published Consumer Duty will lead to a major shift in financial services

The FCA have published their final rules and guidance for a new Consumer Duty that will set higher and clearer standards of consumer protection across financial services and require firms to put their customers' needs first. Their rules require firms to consider the needs, characteristics, and objectives of their customers – including those with characteristics of vulnerability – and how they behave, at every stage of the customer journey. As well as acting to deliver good customer outcomes, firms will need to understand and evidence whether those outcomes are being met.

Why not read 'A new Consumer Duty', the policy statement from the FCA, which gives the full detail of the new rules and guidance for the finance industry, which we'll be discussing and debating in our upcoming webinar. We'll be joined by our panel of regulatory experts and lawyers from Shoosmiths, who'll be unpacking the key elements of the FCA's final rules, exploring the practical steps required to understand, analyse, implement, and test compliance with Consumer Duty across your firm.

Click <u>here</u> to ensure you keep up to date with our future webinars on key subjects like Consumer Duty.

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In a Sector that loves acronyms, abbreviations, labels and generating "new" and exciting names for existing things, most exciting thing for me is the rise in recognition of Tech and what a difference it ...

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#### **Julie Pardy**

As Worksmart's Director of Regulation, Julie Pardy has spent many years undertaking a variety of roles in banking from Compliance to Sales, Operations to Training...

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