



# Treating Customers Fairly Policy

**Version 1.0**

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## **1. Purpose of Treating Customers Fairly (hereinafter referred to as “TCF”)**

- 1.1. The financial services industry has moved away from a rules-based approach to a more principles-based approach in terms of regulatory supervision and as such focuses on financial institution's conduct in delivering the desired outcomes.
- 1.2. Institutions are required to proactively identify risks and trends and take pre-emptive actions to avoid risks materialising rather than dealing with the consequences of such risks after the fact.
- 1.3. This approach includes checking and demonstrating the customer fairness outcomes envisaged through TCF, with a focus on market conduct.
- 1.4. The fair treatment of customers is underpinned in the Code of Business Conduct and the FAIS General Code of Conduct for Financial Services Providers and Representatives.

## **2. The TCF Framework**

- 2.1. The TCF Framework aims to achieve the following:
  - 2.1.1. Improved customer confidence;
  - 2.1.2. The supply of appropriate products and services; and
  - 2.1.3. Enhanced transparency and discipline in the financial services industry.

## **3. The Six Outcomes of TCF**

- 3.1. TCF comprises 6 (six) outcomes, namely:
  - 3.1.1. TCF Outcome 1 – Principle of Culture and Governance;
  - 3.1.2. TCF Outcome 2 – Principle of Product Suitability;
  - 3.1.3. TCF Outcome 3 – Principle of Disclosure (“TCF at the Point of Sale”);
  - 3.1.4. TCF Outcome 4 – Principle of Suitable Advice;
  - 3.1.5. TCF Outcome 5 – Principle of Performance and Service in line with Expectations; and
  - 3.1.6. TCF Outcome 6 – Principle of Claims, Complaints and Changes.

#### **4. TCF Outcome 1 – Principle of Culture and Governance**

- 4.1. TCF forms an integral part of Trive Financial Services Ltd and/or Trive South Africa (Pty) Ltd's (hereinafter referred to as "Trive") business framework. This can be evidenced in Trive's strategies, values and decision making, its employees, management and leadership.
- 4.2. All employees of Trive are trained on the outcomes and performance of the TCF principles.
- 4.3. The key individuals of Trive ensure that proper due diligence is done on all product and/or service providers prior to entering into any contractual agreements with them. Trive also conducts proper due diligence to ensure that the product and/or service providers are correctly listed and registered.
- 4.4. Information is frequently collected to ensure that proper procedures, processes, and controls are in place. The information gathered is evaluated to monitor the success of Trive's TCF strategy and objectives, including:
  - 4.4.1. Ethical culture;
  - 4.4.2. Good performance;
  - 4.4.3. Effective control; and
  - 4.4.4. Legitimacy.

#### **5. TCF Outcome 2 – Principle of Product Suitability**

- 5.1. As part of promotion and marketing, Trive ensures that it conducts proper due diligence on all products of product providers to establish whether such products adequately meet the business's objectives, as well as the needs of prospective clients. This is done by conducting thorough research on the products, including the features of the product to be supplied, the risks associated with such product, and understanding how such product may be expected to meet the needs of prospective clients.
- 5.2. Trive does not provide advice, and only provides intermediary services to its clients. However, due to the high risks involved in trading CFD products, all clients are required to complete a suitability assessment when opening an account with Trive.
- 5.3. When conducting marketing, Trive ensures that:

- 5.3.1. Marketing material is geared towards our target clients;
  - 5.3.2. Marketing material is clear and not misleading; and
  - 5.3.3. Marketing material is in plain language and understandable to the client.
- 5.4. All Representatives are required to complete any Product Specific Training prior to dealing with clients to ensure that they adequately understand the products and any risks associated therewith.

## **6. TCF Outcome 3 – Principle of Disclosure (“TCF at the Point of Sale”)**

- 6.1. Trive acknowledges that certain principles need to be adhered to at the point of sale in order to ensure that any product risks, commitments, limitations, and/or charges are made transparent to the client by informing them of these risks. Since Trive does not provide advice, we are not required to provide our clients with a Record of Advice, however all relevant information is available at all times to our clients on the client portal.
- 6.2. Trive gives clients clear and easy to understand information, in plain language, since we understand and acknowledge that we need to assist in enhancing our clients’ financial literacy and accordingly assist them to make informed decisions based on the information provided to them. Clients are kept appropriately informed at all times.
- 6.3. All information distributed to our clients is reviewed and approved by management and compliance prior to being sent.
- 6.4. Proper due diligence is conducted by Trive to ensure that we only contract with reputable businesses who themselves comply with the relevant FAIS disclosure requirements and the Code of Business Conduct. All information distributed is in plain, easily understandable language that is relevant to the clients and target market of Trive.
- 6.5. In the event of any updates and/or changes to any products offered by Trive, information on such updates and/or changes is obtained from the Product Provider and distributed to all clients, and all Representatives are required to complete relevant Product Specific Training on these updates and/or changes.
- 6.6. Trive clients’ details are reviewed based on their risk rating and in line with the AML-CFT controls in place and are constantly updated. All client details can be accessed on the client portal.
- 6.7. Annexure A – Regulatory Disclosures fully complies with the FAIS General Code of Conduct, 80 of 2003 for Authorised Financial Services Providers and Representatives.

## **7. TCF Outcome 4 – Principle of Suitable Advice**

- 7.1. As mentioned above, Trive does not provide advice and only provides intermediary services to our clients. As such, we are not required to ensure the suitability of advice.
- 7.2. Due to the high-risk nature of trading CFD products, all clients of Trive are required to complete a suitability assessment when opening an account with Trive.

## **8. TCF Outcome 5 – Principle of Performance and Service in line with Expectations**

- 8.1. Trive will provide all clients with ongoing relevant information and provide acceptable levels of service for all transactions or inquiries as and when they are received.
- 8.2. Trive will monitor and respond to any changes in the wider environment that may affect products and impact on particular groups of clients.
- 8.3. Trive will also ensure that all clients are provided with products that perform as the business has led them to expect.
- 8.4. Trive ensures that all services are both of an acceptable standard and what the client has been led to expect from the business.
- 8.5. In terms of product, performance monitoring and communication, Trive focuses on:
  - 8.5.1. Risk management;
  - 8.5.2. Operational ability and capacity;
  - 8.5.3. Outsourcing functions;
  - 8.5.4. Business continuity; and
  - 8.5.5. Recordkeeping.

## **9. TCF Outcome 6 – Principle of Claims, Complaints and Changes**

- 9.1. Trive will ensure that the business honours all representations, assurances, and promises that lead to legitimate client expectations.

- 9.2. We will minimise unreasonable post-sale barriers by ensuring that queries and complaints are handled in a timeous manner and that we respond to clients as soon as possible.
- 9.3. We will ensure fair and consistent handling of claims within 6 (six) weeks and the Complaints Procedure and Resolution Policy will also be made available to clients as and when required.
- 9.4. Trive has developed a mechanism to deal with complaints timeously and fairly and all complaints will be dealt with in terms of the Complaints Procedure and Resolution Policy, which can be found on our website. All complaints are required to be submitted in writing and will be recorded in the Complaints Register. Trive will do everything in its power to handle complaints within the required period.