



First: General Principles

Principle (1) : Fair and equitable treatment

Insurance companies should deal fairly, honestly and equitably with the customers and beneficiaries at all stages of their relationship and fulfill all of their obligations to customers under the regulations and rules issued by SAMA. Moreover, companies should follow internationally accepted best practices to fulfill their obligations to customers in the manner that becomes an integral part of the culture of the company. In addition, the company should exert due care, diligence and attention towards the customers and beneficiaries in general and special attention should be given to those of low education, elderly people and persons with special needs in both sexes.

Principle (2) : Disclosure and transparency

Companies should clarify the rights, responsibilities and obligations of each party to the insurance relationship, indicate the details of the insurance premiums, commissions, types of risks, the mechanism for terminating the insurance relationship or the cancellation of insurance policy and its consequences, whatsoever their kinds, on the Insured. The companies should take into account that the terms, conditions, exclusions and main benefits of the insurance policies are clear, concise, easy to understand, accurate and are not misleading so that the customers can peruse easily and without trouble. Besides, the companies and their employees must answer all customers' inquiries regarding the insurance products provided or pertaining to the insurance policies issued by the company. Companies should also update information about the insurance products and services on a regular basis, and provide the necessary and updated information to the clients on the insurance services and products offered through the company's website.

Principle (3) : Insurance education and awareness

Companies should develop programs and appropriate mechanisms to enhance the knowledge and skills of the existing and future customers, raise the level of insurance awareness amongst them and assist them to understand and absorb the principal risks and benefits of the insurance product. The companies should explain the rights and obligations to the customers without misleading to enable them taking informed and effective decisions. The companies should also direct them to the appropriate source to get any additional information when they need it.

Principle (4) : Behavior and work ethics

The company should work in a professional and responsible manner, and provide its services and carry out its duties and obligations with a high quality and in a timely manner for the interest of customers and beneficiaries during their relationship, where the company is primarily responsible for the protection of the insurance interests of the customer.

Principle (5) : Non-discrimination

Companies and their staff should not unfairly discriminate between their customers (existing or potential) and should not differ based on customer's race, gender or religion.

Principle (6) : Protection against fraud

The company should apply the maximum security measures and procedures to control insurance operations and protect them from fraud or misuse.

Principle (7) : Protection of privacy

Customer personal, financial and insurance information should be protected by the companies and should be used only for specified professional and lawful purposes upon the consent of the customer. The customer data must not be disclosed to any third party, without prior authorization from SAMA, other than the companies' auditors, actuaries, reinsurers and other related parties.

Principle (8) : Complaints handling

Companies should provide an appropriate mechanism for customers to submit their complaints. Such mechanism should be fair, clear and effective. Through this mechanism the companies may monitor and address customer complaints without delay and based on the rules of SAMA and the relevant regulatory authorities.

Principle (9) : Competition

Companies should compete in providing the best products, services and prices to meet the customer's needs and desires without prejudice to the requirements stipulated in the regulations and rules related to the pricing method of insurance products.

Principle (10) : Service providers on behalf of the companies

Companies must ensure strict compliance by outsourced service providers with the requirements of these principles; that they work for the benefit of their customers and shoulder their responsibility to protect them. The insurance service providers are responsible for actions taken on behalf of the insurance companies or customers in accordance with the «OUTSOURCING REGULATION FOR INSURANCE AND REINSURANCE COMPANIES AND INSURANCE SERVICE PROVIDERS» issued by SAMA. This does not mean lack of insurer's responsibility for the supervision, monitoring and follow-up procedures and actions performed by service providers contracted or having some of the tasks related to these principles assigned to them.

Principle (12): Adequate resources

The company must take reasonable care in maintaining adequate administrative, financial, operational and human resources to carry out its business and to serve its customers in all regions of the Kingdom where it has business activity.

Second: Responsibilities of the client

The responsibilities of customers should be supported by on-going education and awareness programs provided by all companies collectively as well as by the adoption of individual initiatives undertaken by each company to serve its customers. Customer responsibilities include the following:

1. Be honest with the information you provide

Always give full and accurate information when you are filling in any company documents. Don't give incomplete or false details or non-disclose any important or material information.

2. Carefully read the information provided by your company

You will be provided with full details on the obligations for your service or product. Make sure you have access to the details of your obligations, that you understand them and that you can comply with them.

3. Ask Questions

In the absence of clarity of any term or clause in the insurance policy or any of the documents submitted by the company, the customer is entitled to inquire about them and ask questions to the staff of the company. The staff will answer any questions in a professional manner to help the customer in his decision making.

4. Make sure of the data of insurance policy

Make sure that the issued insurance policy has all contents including, but not limited to, your personal data, inception date, terms, conditions, limitations, exclusions and the endorsements of the policy.

5. Know how to make a complaint

The company will provide you with the details on how to complain, the contact numbers and addresses to submit and follow-up the complaint, and the time frame for their response. You can be proactive in using this service and knowing how to escalate your issue to higher levels, if appropriate.

6. Use the insurance product or service in line with the terms and conditions

Do not use the insurance product or service, except in accordance with the terms and conditions associated with them, and after making sure of your complete understanding.

7. Avoiding risks

Some products or services carry risks and your company should clearly explain these to you. Do not purchase a product or service where you feel that the risks do not suit your financial situation.

8. Apply for products and/or services that meet your needs

When you apply for an insurance product or service, you should make sure that it is suit your entire needs. You must ensure the decision is based on your ability to meet the obligations after contracting for the insurance product or service.

9. Report unauthorized transactions to your company

If you have discovered unauthorised action on the product/ service provided to you, you should report this to your company immediately. If the company does not respond to, you are entitled to file your complaint before SAMA.

10. Talk to your company if you are encountering insurance difficulties

Talk to your company to request an advice in case you are encountering financial difficulties and are unable to afford the obligations of insurance product or service, so that you can discuss possible alternative options that commensurate with your financial situation.

11. Updating information

You should update your personal information, including contact information, so that it is updated continuously and also when so requested by the company. You should be aware that failure to update your personal data, in particular the material information, may give rise to a liability or loss of your rights.

12. Mail address

Use your own mail address (regular mail and e-mail) when giving contact details to your company. Do not use other friends' or relatives' mail addresses which can expose your personal information to others.

13. Power of Attorney

Be careful when dealing with 'Power of Attorney'. Know what information that you are giving access to and to whom you are giving power over your financial matters related to insurance.

14. Do not sign incomplete forms

Make sure all of the required fields and numbers are completed in a form that is presented to you for signing or initialling. Do not sign empty or partially completed forms.

15. Review all your information

Review all the information and data that you write down in the proposal forms of insurance products or services to ensure the accuracy of information provided and no errors are made. Your signature is an approval of the document content.

16. Don't disclose your personal information

Under no circumstances, you shouldn't disclose any personal or insurance information to any party other than the company or the official authorities, whatsoever. You must disclose to the company any information relevant to the insurance product or service required, and the information necessary to determine your insurance needs and assess the risks that you may be exposed to.

17. Keeping copies of your documents

Make sure you have a copy of the contracts and documents signed with the company and keep them in a safe place. Regarding the compulsory motor vehicles liability insurance policies, your insurance policy should be consistent with the provisions of the unified motor vehicles compulsory insurance policy posted on SAMA's website : www.sama.gov.sa.

With respect to the electronic insurance policies issued by the company through its website: The Insured has the right to ask the company and / or any of its branches provide him directly with a hardcopy of the insurance policy issued electronically or any other document related to this policy duly signed and sealed by the company, or to request the company to send the same to him by registered mail within a maximum period of seven working days from the date of request by the Insured.