

Our duty to Vulnerable Clients

At Gwyn-May Financial Advisors Limited, protecting vulnerable clients is a key priority. The fair treatment of vulnerable clients is embedded into our culture, policies and processes. We continue to look at how we can better support our vulnerable clients and how we can provide a bespoke level of care that is appropriate for their specific needs and circumstances. All Gwyn-May staff are trained to identify and support vulnerable clients and we have a dedicated support team for clients. Email: info@gwyn-may.co.uk Telephone: 01685 388433. Or write to; Support, Gwyn-May Financial Advisors Limited, 45 Victoria Street, Dowlais, Merthyr Tydfil, CF48 3RW.

All clients are at risk of becoming vulnerable, but this risk is increased by having characteristics of vulnerability. We actively encourage our clients and those who support them to reach out to us to have open dialogue on what can be considered a sensitive subject, so we can offer a direct line of support.

Our approach to Consumer Duty

Consumer Duty is a new standard established by the Financial Conduct Authority (FCA). It builds on the FCA's earlier standards and principles, such as Treating Customers Fairly, by aiming to provide better protection for consumers in retail financial services by putting customers' needs first. It sets higher expectations for the standard of care customers receive from providers. At Gwyn-May Financial Advisors Limited, we embed a culture that puts clients at the heart of everything we do. As a firm we are committed to ensuring our clients are treated fairly in any dealings with us and that all staff are trained to understand what treating clients fairly means to our clients and business. We consider our clients' needs at every stage of the client journey and putting these needs first is central in delivering good client outcomes to retain long term client relationships. We demonstrate this by ensuring;

- ✓ Our services and the products we recommend meet the specific needs, characteristics and objectives of our clients and are distributed appropriately.
- ✓ Our services and the products we recommend offer fair value to our clients.
- ✓ The communication we provide enables clients to make informed decisions about financial products and services. Clients are given the information they need, at the right time, and presented in a medium they can understand.
- ✓ The information and support we provide enables clients to realise the benefits of the products and services they buy and ensures they are supported when they want to pursue their financial objectives.

