CFP Board's *Code of Ethics* reflects the commitment that all CFP® professionals make to high standards of competency and ethics.

A CERTIFIED FINANCIAL PLANNER™ Professional must:

- Act with honesty, integrity, competence, and diligence.
- Act in the client’s best interests.
- Exercise due care.
- Avoid or disclose and manage conflicts of interest.
- Maintain the confidentiality and protect the privacy of client information.
- Act in a manner that reflects positively on the financial planning profession and CFP® certification.