



AUTORITÉ  
DES MARCHÉS  
FINANCIERS

# Guide

## Rules for business cards and other representations

Complying with your obligations  
when communicating with clients

This guide replaces the guide entitled Rules respecting representations, banners and business cards, published in 2000.

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## ***Who should use this guide?***

The Guide respecting Rules for business cards and other representations is intended for every person or business registered with the *Autorité des marchés financiers* (the “AMF” or the “Authority”) who is required to comply with the obligations set out in *An Act respecting the distribution of financial products and services* R.S.Q., c. D-9.2 (the “Distribution Act”) with respect to advertising and representations, namely:

- an independent partnership who carry on professional activities in the sectors and sector classes of insurance, claims adjustment and financial planning.

It is also intended for:

- all candidates undertaking a probationary period or training period.

## 1. Representations

**Representations** serve to provide truthful and objective information regarding your professional practice. Your representations allow clients to have all the necessary information to identify you as a representative, know your field of expertise and contact you easily.

In practical terms, a **representation** may be defined as any expression, whether written or verbal, of your identity, the titles you hold or the services or products you offer.

### EXAMPLES OF REPRESENTATIONS

**Business card**, advertising, sales illustration, website, explanatory brochure, stationery (letterhead, bills, and the like), trademark, slogan, symbol, **sign**.

In this guide, the term **sign** refers to any inscription placed at the entrance to a firm or office which distinguishes it from other firms or offices, such as a poster or placard. A sign can be placed inside or outside a building.

**In your representations, the criteria to keep in mind are rigour and moderation.**

Depending on your activity profile and the type of representations you make, certain information is expressly required<sup>1</sup> and other information is permitted. If you want to add other information, you must ensure that it is relevant, it has a connection to your activities as a representative and it is not likely to cause confusion.<sup>2</sup>

<sup>1</sup> Regulation respecting the pursuit of activities as a representative, D-9.2, r. 10, s. 10. Regulation respecting firms, independent representatives and independent partnerships, D-9.2, r. 2, s. 1.

<sup>2</sup> Regulation respecting the pursuit of activities as a representative, s. 10. Regulation respecting firms, independent representatives and independent partnerships, s. 1.

Since the **business card** is the most regulated type of representation, this guide will focus more specifically on the rules you must follow so that your business card (or any other document used in its place) complies with the criteria established by law. The objective is to provide your clients with the best information possible regarding your activities, while complying with your obligations.

The appendix to this guide contains examples of **COMPLIANT** and **NON-COMPLIANT** business cards.

### ***The recipient – Your client***

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As regards representations, a **client** is not only a person who buys a product or service. A client may be a potential client as well as any person you meet in the course of pursuing your activities as a representative, any person with whom you interact and any person to whom you introduce yourself. For example, the notion of **client** is much broader for a claims adjuster in that it covers not only the insured, but every person the claims adjuster meets in the course of settling a claim.

## ***2. Information to include in a representation***

### ***2.1 Name***

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Representatives, firms and independent partnerships must present themselves using their name as entered in the AMF register.

“A firm, independent representative or independent partnership must, in all its advertising, representations or client solicitation pertaining to its activities, use its **name** or, where applicable, the other **names** it uses in Québec in the pursuit of its activities [...]”<sup>3</sup>

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<sup>3</sup> Regulation respecting firms, independent representatives and independent partnerships, s. 1, para. 1.

In this respect, you must transmit to the AMF all the **names** you intend to use in Québec in the pursuit of your activities<sup>4</sup> and inform it within 30 days of any change related thereto.<sup>5</sup>

As a representative, you must use your **name** as it appears on your certificate.

## 2.2 Address

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The business **address** on your business card must be the address entered in the AMF register.

## 2.3 Titles

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Representatives, firms and independent partnerships must indicate the title or titles under which they pursue their activities.

### 2.3.1 Compulsory titles and authorized titles

As a representative, firm or independent partnership, you must indicate the precise title you are authorized to use under the Distribution Act.

Furthermore, the Distribution Act stipulates that the Chambre de la sécurité financière has exclusive jurisdiction to authorize a representative in insurance of persons or a group insurance representative to use the title of “chartered life underwriter” and the abbreviation “**C.L.U.**” or the title of “registered life underwriter” and the abbreviation “**R.L.U.**”. The same is true of the Chambre de l’assurance de dommages, which authorizes a damage insurance broker to use the title of “chartered insurance broker” and the abbreviation “**C.I.B.**” or the title of “associate insurance broker” and the abbreviation “**A.I.B.**”<sup>6</sup>

<sup>4</sup> Regulation respecting the registration of firms, representatives and independent partnerships, D-9.2, r. 15, ss. 2 (1), 4 (1) and 6 (1).

<sup>5</sup> *Idem*, s. 9.

<sup>6</sup> Distribution Act, ss. 317 and 318.

### 2.3.2 Titles for representatives

You must use the precise title that corresponds to your activities as a representative.

**Table 1**

SECTORS AND SECTOR CLASSES	COMPULSORY TITLES <sup>7</sup>	AUTHORIZED TITLES
Insurance of persons – 1a	Financial security advisor	Chartered life underwriter or the abbreviation “C.L.U.” or
Accident and sickness insurance – 1b	Accident and sickness insurance representative	Registered life underwriter or the abbreviation “R.L.U.” <sup>8</sup>
Group insurance of persons – 2a	Group insurance and group annuity plans advisor	
Group insurance plans – 2b	Group insurance plans advisor	
Group annuity plans – 2c	Group annuity plans advisor	
Damage insurance – 3a (agent) – 4a (broker)	Damage insurance agent or broker	Chartered insurance broker or the abbreviation “C.I.B.” or
Personal-lines damage insurance – 3b (agent) – 4b (broker)	Personal-lines damage insurance agent or broker	Associate insurance broker or the abbreviation “A.I.B.” <sup>9</sup>
Commercial-lines damage insurance – 3c (agent) – 4c (broker)	Commercial-lines damage insurance agent or broker	
Claims adjustment – 5a	Claims adjuster	
Claims adjustment in personal-lines damage insurance – 5b	Claims adjuster in personal-lines damage insurance	
Claims adjustment in commercial-lines damage insurance – 5c	Claims adjuster in commercial-lines damage insurance	
Financial planning – 6	Financial planner or the abbreviation “F. Pl.” <sup>10</sup>	

<sup>7</sup> Regulation respecting the issuance and renewal of representatives' certificates, D-9.2, r. 7, ss. 1 to 12.

<sup>8</sup> Titles authorized by the *Chambre de la sécurité financière*: Distribution Act, s. 317.

<sup>9</sup> Titles authorized by the *Chambre de l'assurance de dommages*: Idem, s. 318.

<sup>10</sup> Certain titles similar to the title of financial planner are prohibited. See the *Regulation respecting titles similar to the title of financial planner*, D-9.2, r. 20.

### 2.3.3 Titles for firms and independent partnerships

Firms or independent partnerships must use the precise title that corresponds to their activities.

**Table 2**

SECTORS	TITLES <sup>11</sup>
Insurance of Persons	Firm in insurance of persons Independent partnership in insurance of persons
	Firm in brokerage of insurance of persons <sup>12</sup>
Group insurance of persons	Firm in group insurance of persons Independent partnership in group insurance of persons
	Firm in brokerage of group insurance of persons <sup>13</sup>
Damage insurance	Firm in damage insurance Independent partnership in damage insurance
	Firm in brokerage of damage insurance <sup>14</sup>
Claims adjustment	Firm in claims adjustment Independent partnership in claims adjustment
Financial planning	Firm in financial planning Independent partnership in financial planning

The title “firm in brokerage of financial services” can also be used if the firm satisfies the conditions prescribed in at least two of sections 14.1, 14.2, 14.3, 14.4 and 14.5 of the *Regulation respecting the registration of firms, representatives and independent partnerships*.<sup>15</sup>

<sup>11</sup> *Regulation respecting the registration of firms, representatives and independent partnerships*, D-9.2, r. 15, ss. 11 to 14.6.

<sup>12</sup> *Idem*, ss. 14.2 and 14.3, if the conditions set out in those sections are satisfied.

<sup>13</sup> *Idem*, ss. 14.4 and 14.5, if the conditions set out in those sections are satisfied.

<sup>14</sup> *Idem*, s. 14.1.

<sup>15</sup> *Idem*, s. 14.6.

### 2.3.4 Titles for multiple sectors

Firms and independent partnerships that are registered in at least two sectors provided for in the Distribution Act may, respectively, use the title “financial services firm” or “independent partnership in financial services”<sup>17</sup> instead of the titles mentioned in the above table.

A firm that is registered in a sector provided for in the Distribution Act and is also registered as a dealer in group savings plans or a dealer in scholarship plans under the Securities Act, R.S.Q., c. V-1.1, may also use the title “financial services firm”.<sup>18</sup>

#### TITLES

A **title** is obtained as a result of certification, registration or a diploma.

The Distribution Act, the *Regulation respecting the issuance and renewal of representatives' certificates* and the *Regulation respecting the registration of firms, representatives and independent partnerships* contain the list of **compulsory titles**.

You may also use a title associated with your training or a diploma you have obtained when the title is related to your activities as a representative and is not incompatible with those activities.

You must limit yourself to titles **that have a connection to your work as a representative**. This permission does not allow for the use of titles that are not permitted, titles that do not have a connection to the pursuit of your activities as a representative or titles that may lead to confusion.

<sup>16</sup> *Idem*, s. 13.

<sup>17</sup> *Idem*, s. 14.

<sup>18</sup> *Idem*, s. 13.

### 3. Other information

The following section describes information and business situations to help you determine what you can and cannot indicate in your communications and representations to clients.

#### 3.1 Function

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A **function** is the hierarchical position a person occupies within a business. It is not a title within the meaning of this guide.

A person's **function** is related to the person's position and is purely objective. If a function differs from one business to another, depending on its structure, **it is not likely to cause confusion**. A function always refers to an objective reality. For example, a representative can be a team manager, director of sales, chief compliance officer, and the like.

**A representative who performs a function related to the position he holds can mention this on his business card.**

#### 3.2 Qualifier

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A **qualifier** is an addition, a mention or an adjective that is not based purely on objective concepts, for example: "emeritus," "senior," "top class," "renowned," "expert" or "specialist."

**No qualifier** is permitted in representations.

**THE FOLLOWING IS A NON-EXHAUSTIVE LIST OF TITLES OR DESIGNATIONS YOU CANNOT USE:**

- Expert
- Advisor emeritus
- Financial advisor<sup>19</sup>
- Financial co-ordinator
- Private wealth advisor
- Independent financial security advisor
- Insurance broker for Canadian citizens and residents
- Insurance specialist
- Senior representative
- Mutual fund representative in the province of Québec
- Financial strategy and investment advisor
- Advanced wealth management and estate planning specialist

### 3.3 Special mention

A **special mention** is an exception attributed to you in the pursuit of your activities in accordance with the Distribution Act. It appears on your certificate.

**THE TWO SPECIAL MENTIONS ARE:**

- *Mention C* - Special brokerage
- *Mention E* - Claims adjustment in respect of policies purchased through the firm for which the agent or the broker acts.

A representative who has a **special mention** on his certificate may use the exact wording of the mention, but cannot create a title for himself using that mention.

<sup>19</sup> See also all the other titles prohibited under the *Regulation respecting titles similar to the title of financial planner*, D-9.2, r.20.

### 3.4 *Dual employment, training and diplomas*

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Representations can only be used in the pursuit of activities as a representative. They cannot be used for the pursuit of activities in other employment if the person holds more than one job. This rule should be interpreted in light of the exception explained under the heading in this guide that deals with **titles** and states that you may use a title associated with your training or a diploma you obtained if it is related to your activities as a representative, is not incompatible with those activities and is not likely to cause confusion.

Thus, in addition to the compulsory titles and those expressly permitted, your representations may also mention your **training** and the **diplomas** you hold as well as titles held pursuant to such training or diplomas.<sup>20</sup>

This information is permitted if it is not likely to cause confusion and if the training and diplomas are related to the pursuit of your activities as a representative and are not incompatible with those activities.

Such information must also be useful and relevant. For example, professional development and upgrading of knowledge do not qualify as training that may be mentioned.

### 3.5 *Reference to the Autorité des marchés financiers*

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Use of the AMF logo or a claim that a product or a service is recognized by it or by another organization is prohibited.<sup>21</sup> In this regard, one must exercise caution. A **reference** to the *Autorité des marchés financiers*, even without its logo, can cause confusion if a reasonable person may believe that the organization is involved in the representation. If a representative wants to let his clients know that he holds a certificate from the *Autorité des marchés financiers*, the best way to do so is to indicate his certificate number.

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<sup>20</sup> Regulation respecting the pursuit of activities as a representative, s. 11.

<sup>21</sup> Regulation respecting firms, independent representatives and independent partnerships, ss. 2 and 3 (1).

## 3.6 Images

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Your representations can include a photograph, drawing or **logo** insofar as the image chosen is rather small compared with the other information and it is not likely to cause confusion.<sup>22</sup>

A logo, name or representation may cause confusion if, for example, it may lead people to confuse you with someone else or lead them to mistakenly believe you are associated with or attached to someone else.

## 3.7 Business situations

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### 3.7.1 Partnerships/associations

If you have a **partnership/association** (i.e., an arrangement, not to be confused with an “independent partnership”) with an insurer or another firm, independent representative or independent partnership, you can indicate this on your business card.

The following are examples of permitted designations:

- Partner firm with...
- Independent representative in partnership/in association with...
- Independent partnership in partnership/in association with...
- Authorized distributor of...

A firm must not mention a connection with the AMF. For example, it may not state that it is a “partner firm with the *Autorité des marchés financiers*.”

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<sup>22</sup> Regulation respecting the pursuit of activities as a representative, s.14

If you work for several firms, you must clearly state in which sectors you pursue your activities and for which firm. Ideally, you should use different business cards, but you may use the front and back of the same card. For example, you can use the front to indicate the sectors in which you work on behalf of firm A and the back for firm B. Clients must be able to know in which sectors you work on behalf of firm A and in which ones you work on behalf of firm B.

The partner mentioned in your representations must also be registered with the AMF. The **partnership/association** must have a connection to financial products and services. You cannot merely state that you are a member of an association or group that has no connection to the activities in which you are authorized to engage pursuant to the Distribution Act.

Although you can indicate your partner's name, you must not indicate the sectors in which the partner is authorized to pursue its activities. You must indicate only your sectors.

Your representations must not suggest that you are attached to the firm with which you are, in fact, just in a **partnership/association**; it is essential that the way in which you carry on business is clearly indicated.

Stationery forwarded to clients cannot be in the name of the partner firm, but the partnership/association can be mentioned on the stationery.

### 3.7.2 Banners

Once again, it is important that your representations not be likely to cause confusion. If you work under a **banner** and, for example, you are an independent representative, your clients must know this fact.

In such a case, the rules for **partnerships/associations** explained above apply.

A **banner** is the designation under which a business carries on its activities. A **banner** is any name, mark, symbol or sign belonging to a group, network or association of firms or independent partnerships.

### 3.7.3 Relationship with an insurer

If you are an independent representative, a firm or an independent partnership and you distribute the products of one particular **insurer**, you can include the **insurer's** name and logo on your business card under the same conditions as those mentioned above with respect to **partnerships/associations**. You must indicate the way in which you carry on business, and the name of the **insurer** must appear after your name and your titles and after the mention "Authorized distributor of...".

### 3.7.4 Work teams

You can mention the name of those with whom you have decided to collaborate as part of a **team**. In such a case, the general rules for **partnerships/associations** apply.

<sup>23</sup> Regulation respecting firms, independent representatives and independent partnerships, s. 1.

### 3.7.5 Products and services offered

Representations may include a description of the **products** and **services** you offer, namely, the **products** and **services** you are authorized to offer under the Distribution Act.

However, a representative must refrain from engaging in any client solicitation or representation that could:

- state the representative's income or financial performance;
- appear to promise results that the representative is unable to obtain;
- use a visual image or phrase that is likely to cause confusion, such as a trademark, slogan or symbol.<sup>24</sup>

The rules of ethics<sup>25</sup> also impose restrictions. Those rules provide that you must not give information that may be inaccurate or incomplete or make representations that are false, misleading or liable to be misleading.

As for firms, they cannot mention that they offer a product unless they are registered in the corresponding sector, even if one of their representatives is certified in that sector under another firm.

#### **THE FOLLOWING ARE EXAMPLES OF ELEMENTS THAT CANNOT BE MENTIONED:**

- By far the most advantageous RRSP loan program;
- Borrow at an unbeatable interest rate;
- The most innovative, efficient and attractive investment solutions on the market;
- Guaranteed acceptance for RRSP loans;
- We'll help you maximize your wealth.

<sup>24</sup> Regulation respecting the pursuit of activities as a representative, s. 14.

<sup>25</sup> See the Code of ethics of the Chambre de la sécurité financière, c. D-9.2, r. 3 and the Code of ethics of damage insurance representatives, c. D-9.2, r. 5.

## 4. *Business cards*

As a representative, when you first meet with a client, you **must** give him a document, such as a business card, which **must** mention:

- your name;
- your principal business address (the one entered in the AMF register), your business telephone number and, where applicable, your e-mail address;
- the fact that you are an “independent representative” or the name of the firm or independent partnership on whose behalf you pursue your activities.
- the titles provided for in the Distribution Act that you are authorized to use as an independent representative or on behalf of a firm or independent partnership, as the case may be.<sup>26</sup>

This information **must** appear on your business card and, in this regard, you have no discretion.

However, you may use several different business cards, depending on the sectors in which you pursue your activities. In such a case, you should present the business card that corresponds to the sector of interest to your client.

<sup>26</sup> *Idem*, s. 10.

## EXAMPLE

A representative who meets with a client on behalf of a damage insurance firm provides the client with a **business card** that mentions, in addition to the other information indicated above, the titles he is authorized to use in damage insurance.

If, at a later date, the representative wants to offer his services to the same client, but on behalf of another firm in the insurance of persons sector, he will have to give the client a business card that contains the same information as the previous business card, except for the titles, which will now have to be those he is authorized to use in insurance of persons.

This can be illustrated as follows:

### Meeting 1

**John Smith**  
1111 1<sup>st</sup> Ave  
Québec City, Québec G0V 0O0  
Tel.: 000 000-0000

Damage Insurance Broker  
Firm ABC

### Meeting 2

**John Smith**  
2222 2<sup>nd</sup> Ave  
Québec City, Québec G1P 1P1  
Tel.: 000 000-0000

Financial Security Advisor  
Firm 123

Obviously, the representative can also provide the client with a business card containing all of this information. For example, the information pertaining to damage insurance and Firm ABC could appear on the front of the card and the information pertaining to insurance of persons and Firm 123 could appear on the back.

## 4.1 *Independent representatives*

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The ***way in which you carry on business*** is the manner in which you pursue your activities. You can be an ***independent representative***, you can act on behalf of a firm or you can be an employee or partner at an independent partnership.

Clients must know the way in which you carry on business. As a representative, you must indicate the name of the firm or independent partnership on whose behalf you pursue your activities or you must include the mention “independent representative,” as applicable.<sup>27</sup>

## 4.2 *Representatives and securities registration*

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If you pursue your activities in a sector provided for in the Distribution Act and you also carry on securities activities, you will generally use two business cards.

However, it is possible to use only one business card for these two activities. In such a case, the information pertaining to a sector provided for in the Distribution Act must not prevail over the information pertaining to your securities activities.

By using the front and back of a business card, for example, clients can find information pertaining to your securities activities on one side and information pertaining to your activities in the sector or sectors referred to in the Distribution Act on the other side.

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<sup>27</sup> *Ibid.*

### ***4.3 Candidates undertaking a probationary or training period***

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Upon first meeting a client, a candidate who is in a probationary or training period must give the client a document, such as a business card, indicating the following:

- his name;
- the address and telephone number of his place of work and, where applicable, his e-mail address;
- the sectors or sector classes in which he is authorized to act;
- the name of the firm or independent partnership on whose behalf he pursues his activities;
- his title as trainee.<sup>28</sup>

All the rules set out in this guide apply to candidates undertaking a probationary or training period, with the appropriate adjustments, as required.

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<sup>28</sup> Regulation respecting the issuance and renewal of representatives' certificates, ss. 30 and 33.

#### 4.4 *Personnel without a certificate*

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Personnel who work in an insurance company, deposit institution, firm or independent partnership and do not hold a representative's certificate cannot use the titles reserved exclusively for representatives.

"No person may act as or purport to be a representative without holding the appropriate certificate issued by the *Autorité des marchés financiers*."<sup>29</sup> This rule, which prevents a person from using a title reserved exclusively for holders of a certificate from the AMF, has no exceptions.

Moreover, such personnel cannot use titles similar to that of financial planner, such as personal finance consultant or financial co-ordinator.<sup>30</sup>

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<sup>29</sup> Distribution Act, s. 12.

<sup>30</sup> Regulation respecting titles similar to the title of financial planner, D-9.2, r. 20.

## 5. Other representations

### 5.1 Signs

Firms, independent representatives and independent partnerships must use their name as it appears in the AMF register.

They must indicate on their signs all titles under which they pursue their activities.<sup>31</sup>

The information appearing on their **signs** must not be likely to cause confusion. The information must be prominently displayed, in easily legible characters.

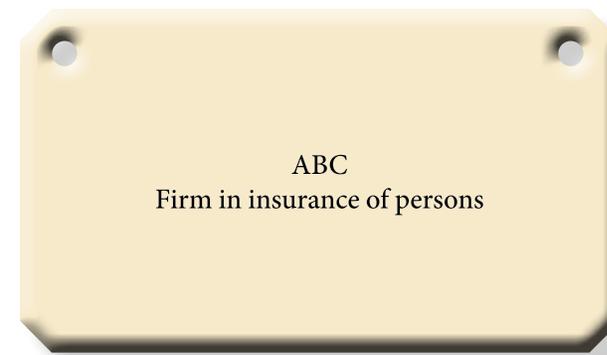
If your firm has several branches, the **sign** used must, at the very least, indicate the title or titles under which it pursues its activities at each of the branches.

For example, the firm ABC pursues its activities in damage insurance at its branch located at one address and in insurance of persons at its other branch, located at another address. It can have different **signs**, as follows:

**At one address:**



**At the other address:**



<sup>31</sup> Regulation respecting firms, independent representatives and independent partnerships, s. 1, para. 2.

A sign may also include all the titles under which a firm pursues its activities, regardless of the branch.

→ An exception exists, but solely for **outdoor signs**:

The *Autorité des marchés financiers* allows you to have **outdoor signs** that do not include the titles under which you pursue your activities. In such a case, the name is sufficient.

## 5.2 Telephone contact

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If your first meeting with a client is over the phone, you must verbally convey certain information that must appear on your business card,<sup>32</sup> namely:

- • your name;
- • the titles provided for in the Distribution Act that you are authorized to use;
- • the name of the firm or independent partnership on whose behalf you pursue your activities or the fact that you are an “independent representative,” as the case may be.

Furthermore, if the client requests it, you must provide him with your business card when you first send him documents.

<sup>32</sup> Regulation respecting the pursuit of activities as a representative, s. 12.

### ***5.3 E-mail and stationery***

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All the rules set out with respect to representations apply to e-mail and stationery.

Moreover, when a representative does not meet with his client in person and he subsequently communicates with the client by e-mail, his signature may replace his business card. In such a case, the signature must include all the elements that must appear on a business card.<sup>33</sup>

### ***5.4 Internet and social media***

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All the rules set out with respect to representations apply to on-line representations made through the ***internet and social media***. These representations must contain accurate information and be kept up to date.

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<sup>33</sup> Ibid.



**Compliant business cards**

**7**

**Recto**

JOHN SMITH, B.A.A.  
 Damage Insurance Broker  
 Special Brokerage  
 Filtz Inc.  
 111 Laurier Blvd., Québec City, Québec G1V 1V1  
 418 111-1111  
 Autorité des marchés financiers certificate n°.: XXXXXX

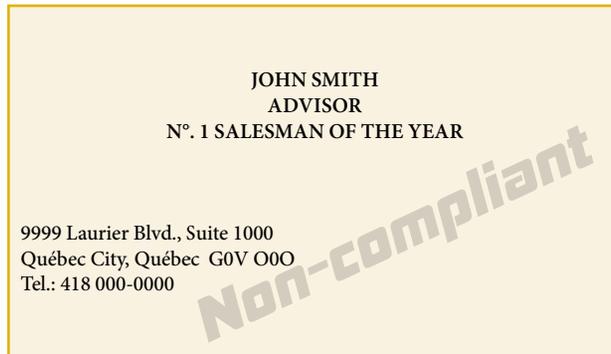
**Verso**

JOHN SMITH, B.A.A.  
 Financial Security Advisor  
 COUPALO Inc.  
 100 Laurier Blvd., Québec City, Québec G1V 2C2  
 418 222-2222  
 Autorité des marchés financiers certificate n°.: XXXXXX

**8**

JOHN SMITH, Trainee  
 Personal-lines Damage Insurance  
 ABC INSURANCE  
 9999 Laurier Blvd., Suite 1000  
 Québec City, Québec G0V 0O0  
 Tel: 418 000-0000

### Non-compliant business cards

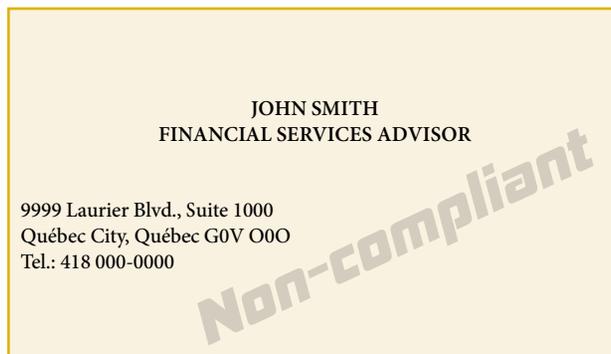


### Comments

The title "Advisor" is not authorized.

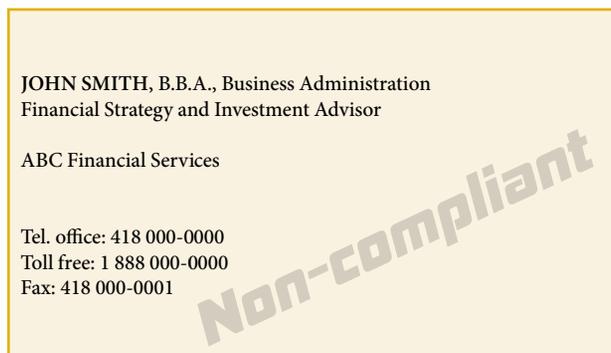
Furthermore, a representative cannot mention his financial performance. Qualifiers are forbidden.

The card is missing the title associated with the sector in which he is authorized to act and the name of the firm or the mention "independent representative."



The title "Financial Services Advisor" is not authorized.

The card is missing the title associated with the sector in which he is authorized to act and the name of the firm or the mention "independent representative."



The title "Financial Strategy and Investment Advisor" is not authorized.

If Mr. Smith is an independent representative, this fact is not clear.

His address is missing.

The card is missing the title associated with the sector in which he is authorized to act.

### Non-compliant business cards

COUPALO Financial Services Inc.  
Financial Services Firm

Tel.: 418 000-0000  
Toll-free: 1 800-000-0000  
Fax: 418 000-0001

JOHN SMITH, CHRP  
Financial security advisor

9999 Laurier Blvd., Suite 1000  
Québec City, Québec G0V 0O0  
Website: www.coupalo.com  
E-mail: johnsmith@coupalo.com

4

SMITH and Partners  
Financial Services  
Partner firm with Coupalo Financial Services Inc.

Financial Security Advisor  
Mortgage Referral

Group Savings Plan Representative  
Attached to Coupalo Capital Inc.

Tel.: 418 000-0000  
Fax: 418 000-0001  
9999 Laurier Blvd., Suite 1000,  
Québec City, Québec G0V 0O0

JOHN SMITH

5

JOHN SMITH,  
Public Claims Adjuster

Smith and Partners  
Claims adjustment

Tel.: 418 000-0000  
Fax: 418 000-0001  
9999 Laurier Blvd., Suite 1000  
Québec City, Québec G0V 0O0

6

### Comments

The title “CHRP”, Certified Human Resources Professional, is not permitted because it has no connection to the pursuit of a representative’s activities.

The name of the partner firm is larger than the representative’s name; this is likely to cause confusion.

Mr. Smith is an independent representative, but this is not indicated. Furthermore, the partnership with Coupal is not indicated.

The title should be “Financial Services Firm.”

The mention “Mortgage Referral” does not refer to a sector provided for in the Distribution Act; it cannot be mentioned on this business card.

Who is attached? The firm? If it is Mr. Smith, is he attached only when he is a group savings plan representative?

The representative’s name is not sufficiently prominent. The name of the partner firm is larger than the name of the independent representative; this is likely to cause confusion.

The title “Public Claims Adjuster” is not authorized.

Information indicating that the claims adjustment services of the representative or firm are offered to insureds rather than insurers can be mentioned on the business card, but not in the representative’s title.

**Non-compliant****JOHN SMITH**

Independent Representative

Financial Security Advisor  
Carpenter9999 Laurier Blvd., Suite 1000  
Québec City, Québec G0V 0O0  
Tel.: 418 000-0000**7***Non-compliant***Comments**

Carpentry has no connection to the activities of an insurance representative.

**JOHN SMITH**

Independent Representative

Financial Security Advisor  
Lawyer9999 Laurier Blvd., Suite 1000  
Québec City, Québec G0V 0O0  
Tel.: 418 000-0000**8***Non-compliant*

The practice of law is incompatible with the pursuit of a representative's activities, unless the representative is a claims adjuster or financial planner.

## FIRMS AND INDEPENDENT PARTNERSHIPS

### *Compliant business cards*

**ABC INSURANCE**  
Firm in insurance of persons  
and damage insurance

00 Laurier Blvd.  
Québec City, Québec G1G 1G1  
Tel.: 000-000-0000

Authorized distributor of: La Belle-rive,  
Insurance Company

**1** In partnership with the Inter Group 

**ABC INSURANCE AND PARTNERS**  
Independent partnership in financial services

<i>Group insurance of persons</i>	2640 Laurier Blvd.
<i>Damage insurance</i>	Québec City, Québec
<i>Claims adjustment</i>	G1G 1G1
<i>Financial planning</i>	Tel.: 418 000-0000
	Fax: 418 000-0001

**2** In partnership with the CDE Group

**ABC INSURANCE INC.**  
**FINANCIAL SERVICES FIRM**



Life insurance, Accident/sickness Damage insurance	00 Laurier Blvd. Québec City, Québec G1G 1G1
	Tel.: 000-000-0000

**3**

### Non-compliant business cards

1

ABC INSURANCE  
Multidisciplinary firm

00 Laurier Blvd.  
Québec City, Québec G1G 1G1  
Tel.: 000-000-0000

Member of the Inter Group

*Non-compliant*

### Comments

The title “Multidisciplinary firm” is not a prescribed title. The authorized expression for indicating multidisciplinaryity is “financial services firm.”

A business relationship must be expressed in precise terms: “Partner firm with...”

2

ABC INSURANCE INC.  
Firm in insurance of persons

00 boul. Laurier  
Québec City, Québec G1G 1G1  
Tel.: 000-000-0000

Partner firm with the CDE Group  
Group insurance of persons  
Damage insurance  
Claims adjustment  
Financial planning

*Non-compliant*

The partner’s sectors must not be indicated.

3

ABC INSURANCE  
Independent partnership in financial products and services

Group insurance of persons  
Damage insurance  
Claims adjustment  
Financial planning

  
*Safe and guaranteed  
returns*

Partnership in association with the CDE Group

00 Laurier Blvd.  
Québec City, Québec G1G 1G1  
Tel.: 000-000-0000

*Non-compliant*

The use of the *Autorité des marchés financiers* logo is not permitted nor is it permitted to appear to promise results that cannot be obtained.

The title used is not permitted.

### ***Non-compliant business cards***



### ***Comments***

This is the business card of the Smith firm. However, its partner is displayed more predominantly. This is likely to cause confusion. The mention "Mortgage Referral" does not refer to a sector provided for in the Distribution Act; it cannot be mentioned on this business card.



**QUÉBEC**

Place de la Cité, tour Cominar  
2640, boulevard Laurier, bureau 400  
Québec (Québec) G1V 5C1  
418 525-0337

**MONTRÉAL**

800, Square-Victoria, 22<sup>e</sup> étage  
C.P. 246, tour de la Bourse  
Montréal (Québec) H4Z 1G3  
514 395-0337

Sans frais 1 877 525-0337  
[www.lautorite.qc.ca](http://www.lautorite.qc.ca)

