



Title: How can I be confident that my financial services provider is trustworthy?

It's important you can trust your financial services provider to **adhere to high standards**.

To help give you this confidence, firms **regulated by Central Bank of Ireland** – and key individuals who work for them – must comply with our **fitness and probity** regime.

These are rules to ensure **people in key roles** within regulated firms meet high standards of **competence, honesty and integrity**.

This helps **protect consumers** of financial services as well as the **overall financial system**.

Regulated firms are **legally obliged** to ensure **their key personnel** meet our high standards.

We also assess appointments to **certain senior roles** within regulated firms, and firms cannot appoint people to these roles **without our approval**.

We can **investigate individuals** and, in certain circumstances, **remove them from their roles** if they fail to meet our standards.

We can also **prevent them** from **taking up new roles** in other firms we regulate.

This helps to ensure that regulated firms – and people in key roles within them – act **professionally and ethically**.

A proposed **Individual Accountability Framework** will **incentivise positive behaviours** and **improve culture** within firms.

It will also give us **enhanced powers** to more effectively hold **individuals accountable** for falling short of the **expected standards**.

This will further our goal of **protecting consumers of financial services** as well as the stability of **Ireland's financial system**.

Find out more: centralbank.ie/fitnessandprobity