

Matriculating to Become a CPCU Candidate

There are three requirements to become a CPCU. Candidates must

- Agree to be bound by the *Code of Professional Ethics of the American Institute for CPCU*
- Meet the educational requirements by passing the required examinations
- Meet the insurance-related experience requirements

When you submit your application to matriculate into the CPCU program, you begin to satisfy these requirements by agreeing to be bound by the *Code of Professional Ethics*. The highlights of the *Code* appear below.

All CPCU candidates and CPCUs are bound by the *Code of Professional Ethics*. It describes both high goals (the Canons) and minimum standards of conduct (the Rules). CPCUs and CPCU candidates are obligated to meet at least the minimum standards in the Rules, and failure to do so may result in disciplinary measures.

CPCU candidates study the *Code* and are tested in CPCU 510 (formerly CPCU 1) to ensure that all CPCUs understand their ethical obligations. The ultimate goal of the *Code* is to foster highly ethical conduct on the part of all CPCUs.

After reading these highlights, please finish your matriculation process by completing the Matriculation Form and submitting it to the Institute at the address shown on the form, together with the one-time, nonrefundable matriculation fee. You will be notified when your matriculation has been approved.

The Canons and Rules of the *Code of Professional Ethics of the American Institute for CPCU*

Canon 1 – CPCUs should endeavor at all times to place the public interest above their own.

Rule 1.1 – A CPCU has a duty to understand and abide by all Rules of conduct which are prescribed in the *Code of Professional Ethics of the American Institute*.

Rule 1.2 – A CPCU shall not advocate, sanction, participate in, cause to be accomplished, otherwise carry out through another, or condone any act which the CPCU is prohibited from performing by the *Rules of this Code*.

Canon 2 – CPCUs should seek continually to maintain and improve their professional knowledge, skills, and competence.

Rule 2.1 – A CPCU shall keep informed on those technical matters that are essential to the maintenance of the CPCU's professional competence in insurance, risk management, or related fields.

Canon 3 – CPCUs should obey all laws and regulations, and should avoid any conduct or activity which would cause unjust harm to others.

Rule 3.1 – In the conduct of business or professional activities, a CPCU shall not engage in any act or omission of a dishonest, deceitful, or fraudulent nature.

Rule 3.2 – A CPCU shall not allow the pursuit of financial gain or other personal benefit to interfere with the exercise of sound professional judgment and skills.

Rule 3.3 – A CPCU shall not violate any law or regulation relating to professional activities or commit any felony.

Canon 4 – CPCUs should be diligent in the performance of their occupational duties and should continually strive to improve the functioning of the insurance mechanism.

Rule 4.1 – A CPCU shall competently and consistently discharge his or her occupational duties.

Rule 4.2 – A CPCU shall support efforts to effect such improvements in claims settlement, contract design, investment, marketing, pricing, reinsurance, safety engineering, underwriting, and other insurance operations as will both inure to the benefit of the public and improve the overall efficiency with which the insurance mechanism functions.

Canon 5 – CPCUs should assist in maintaining and raising professional standards in the insurance business.

- Rule 5.1 – A CPCU shall support personnel policies and practices which will attract qualified individuals to the insurance business, provide them with ample and equal opportunities for advancement, and encourage them to aspire to the highest levels of professional competence and achievement.
- Rule 5.2 – A CPCU shall encourage and assist qualified individuals who wish to pursue CPCU and other studies which will enhance their professional competence.
- Rule 5.3 – A CPCU shall support the development, improvement, and enforcement of such laws, regulations, and codes as will foster competence and ethical conduct on the part of all insurance practitioners and inure to the benefit of the public.
- Rule 5.4 – A CPCU shall not withhold information or assistance officially requested by appropriate regulatory authorities who are investigating or prosecuting any alleged violation of laws or regulations governing the qualifications or conduct of insurance practitioners.

Canon 6 – CPCUs should strive to establish and maintain dignified and honorable relationships with those whom they serve, with fellow insurance practitioners, and with members of other professions.

- Rule 6.1 – A CPCU shall keep informed on the legal limitations imposed upon the scope of his or her professional activities.
- Rule 6.2 – A CPCU shall not disclose to another person any confidential information entrusted to, or obtained by, the CPCU in the course of the CPCU's business or professional activities, unless a disclosure of such information is required by law or is made to a person who necessarily must have the information in order to discharge legitimate occupational or professional duties.
- Rule 6.3 – In rendering or proposing to render professional services for others, a CPCU shall not knowingly misrepresent or conceal any limitations on the CPCU's ability to provide the quantity or quality of professional services required by the circumstances.

Canon 7 – CPCUs should assist in improving the public understanding of insurance and risk management.

- Rule 7.1 – A CPCU shall support efforts to provide members of the public with objective information concerning their risk management and insurance needs and the products, services, and techniques which are available to meet their needs.
- Rule 7.2 – A CPCU shall not misrepresent the benefits, costs, or limitations of any risk management technique or any product or service of an insurer.

Canon 8 – CPCUs should honor the integrity of the CPCU designation and respect the limitations placed on its use.

- Rule 8.1 – A CPCU shall use the CPCU designation and the CPCU key only in accordance with the relevant Guidelines promulgated by the American Institute.
- Rule 8.2 – A CPCU shall not attribute to the mere possession of the designation depth or scope of knowledge, skills, and professional capabilities greater than those demonstrated by successful completion of the CPCU program.
- Rule 8.3 – A CPCU shall not make unfair comparisons between a person who holds the CPCU designation and one who does not.
- Rule 8.4 – A CPCU shall not write, speak, or act in such a way as to lead another to reasonably believe the CPCU is officially representing the American Institute, unless the CPCU has been duly authorized to do so by the American Institute.

Canon 9 – CPCUs should assist in maintaining the integrity of the *Code of Professional Ethics*.

- Rule 9.1 – A CPCU shall not initiate or support the CPCU candidacy of any individual known by the CPCU to engage in business practices which violate the ethical standards prescribed by this *Code*.
- Rule 9.2 – A CPCU possessing unprivileged information concerning an alleged violation of this *Code* shall, upon request, reveal such information to the tribunal or other authority empowered by the American Institute to investigate or act upon the alleged violation.
- Rule 9.3 – A CPCU shall report promptly to the American Institute any information concerning the use of the CPCU designation by an unauthorized person.

American Institute for Chartered Property Casualty Underwriters

Matriculation Form for New CPCU Candidates

Legal Name: _____ Date of Birth: _____
(Last Name; Jr, III, etc.; First Name/Initial; Middle Name/Initial) (Month, Day, Year)

Student Identification Number: _____ - _____ - _____ E-mail Address: _____

Address: H O _____
(Street, PO Box, RD #, etc.) (City) (State) (ZIP)

Telephone: Home _____ Business _____ Ext. _____

Each candidate for the CPCU designation must matriculate with the American Institute for Chartered Property Casualty Underwriters (AICPCU). The matriculation process involves meeting certain ethics standards that are prerequisites to acceptance as a CPCU candidate in good standing. This form and the matriculation fee (see below) should be submitted to the Institute before or concurrently with registering for your first CPCU exam. If you do not matriculate, your registration is still valid and you may take the exam. However, delaying your matriculation can place you at risk of investing time and money in examinations while the possibility exists that your candidacy ultimately might not be approved. We will notify you when we have processed your matriculation.

Instructions for New CPCU Candidates

- Carefully read all of the information provided in Section A.
- Provide the information requested in Section B.
- Sign and date this application to matriculate where indicated in Section C.
- Remit a one-time, nonrefundable matriculation application fee of \$75. Your remittance should be made payable to AICPCU (U.S. funds only). (This application fee is not included in the cost of registering for a CPCU examination.)

Mail this completed Matriculation Form and fee to:

AICPCU
 Matriculation Department
 720 Providence Road
 Suite 100
 Malvern, PA 19355-3433

Section A – Property or Casualty Insurance Experience

Before receiving the CPCU designation, you must show that you were engaged for a minimum of 17½ hours a week in acceptable insurance activities for any 36 months during the five-year period immediately preceding the conferment of the designation. When you near the completion of all required examinations, the AICPCU will ask you to submit a statement listing your experience. Acceptable types of experience include:

- Insurance sales and related services
- Insurance activities and services such as claim handling, inspection, loss control, premium auditing, ratemaking, rating, reinsurance, and underwriting
- Support functions such as accounting and bookkeeping, clerical, education and training, information technology, investment services, legal services, and personnel administration, if performed for a firm or department primarily engaged in insurance
- Job roles such as attorney, public accountant, college teacher, consultant, risk manager, or employee of a regulatory authority, salvage company, trade association, trade press, or a similar organization working with or as a part of the insurance industry

Section B – Declaration and Statements

- Have you ever been requested to appear in court, before any public official, a committee of any professional or business organization, or any other individual or entity, because of criticism of any of your conduct relating to insurance? Yes No
- Has a business-related license or professional designation you held ever been revoked, suspended, or withdrawn by action of any regulatory authority during the time of your affiliation? Yes No
- Has a business-related license or professional designation held by any person, partnership, or organization with which you have been affiliated been revoked, suspended, or withdrawn by any regulatory or designation-granting authority during the time of your affiliation? Yes No
- Have you ever been disciplined, admonished, or ordered to discontinue a business practice or conduct by any regulatory authority or other public official or court? Yes No
- Have you ever been requested to appear in court, before any public official, a committee of any professional or business organization, or any other individual or entity, because of criticism of any of your conduct not relating to insurance? Yes No

Every YES answer requires a full explanation of the circumstances and outcome. Please include in your explanation whether you have been convicted of a felony or misdemeanor. Attach a separate sheet.

