



Supporting you beyond the Consumer Duty deadline

The deadline for implementing the Consumer Duty may have passed, but with these requirements now here to stay, it's good practice to ensure you're embedding them longer term. You can do this by regularly reviewing:

- **Your firms' processes** to make sure any actions identified and taken from the gap analysis and implementation plan are completed.
- **Available MI and feedback** to help you understand if your service and the products you've recommended are delivering good client outcomes.
- **Clients' lifestyles and life stages** to ensure the plan you've recommended continues to meet the changing needs of your clients and their families.

You'll find information and resources to help you do this on our [Consumer Duty support hub](#).

Kind regards

Royal London