



Unpacking Consumer Duty

With the FCA's Consumer Duty recently going live, it's now up to firms to deliver good outcomes for customers, rather than simply treating clients fairly.

The new rules shift the focus to an outcomes-based approach to conduct and the need for financial products and services to deliver good outcomes for consumers. In this context, Consumer Duty should be seen as a significant step up from simply treating customers fairly.

Ultimately, the new regulations are about driving up standards and consumer protections, and when implemented successfully should help to improve the overall standing of the financial services industry.

At Vitality we are committed to supporting advisers in their understanding of Consumer Duty. Our 'Unpacking Consumer Duty' series brings you the expert views of our Group Compliance Director Steve Allibone, on the various key aspects of the regulations:

- [Unpacking Consumer Duty: what is fair value?](#)
- [Unpacking Consumer Duty: What do 'good client outcomes' look like?](#)
- [Unpacking Consumer Duty: The cross-cutting rules and how to avoid 'foreseeable harm'](#)
- [Unpacking Consumer Duty: Supporting vulnerable customers](#)

You can also visit our Consumer Duty hub to [find out more](#).