

Certified Trust Operations Professional™ Professional Ethics and Code of Conduct Standards

Ethics Statement

In accepting the CTOP™ designation, I agree to support and adhere to the obligations and responsibilities set forth below.

To Clients and Stakeholders:

- Act with integrity and avoid conflicts of interest, disclose unavoidable conflicts before accepting professional assignments or duties, and should conflict arise disclose and offer to recuse myself from continuing my services
- Place the interest of my employer, client, and other stakeholders ahead of my own, and perform my duties without compromise due to personal conflicts of interest or other unethical and inappropriate influences of my professional judgment or actions
- Provide my services in an objective, accurate and truthful manner
- Maintain and respect confidentiality of sensitive information obtained in the execution of professional responsibilities
- Provide truthful representation of all information regarding the CTOP™ designation and uphold and promote the designation
- Comply with all applicable laws, regulations and ethical standards governing professional practice in the federal, state and county when providing professional services
- Maintain proficiency levels in my professional knowledge and skill in compliance with professional, organizational, and certification standards to serve stakeholders competently

To the Profession:

- Provide accurate and truthful representation in advertising and issuing public statements regarding my services and in rendering my professional opinion
- Reflect positively on the reputation of my employer and the financial service industry through my personal and professional actions and conduct
- Honor the intellectual property of others in the profession and act in an accurate and truthful manner with respect to intellectual property

To the Administration and Continuance of Good Standing:

- Maintain my certification, by meeting and reporting the continuing education requirements of the CTOP™ to include 30 hours of approved programs on accepted subjects every 3-years from the time of initial certification or reinstatement and paying certification and other applicable fees when due
- Provide Attestation to being in good standing with appropriate industry, government agencies, and regulatory oversight authorities
- Report violations of the Ethics and Code of Conduct Standards of the CTOP™ to the CTOP™ Board of Standards
- To include ™ "trademark" when using the CTOP™ title and on all uses of the CTOP™ logos/marks being licensed to me by Cannon Financial Institute
- If I fail to maintain my designation or am suspended or my designation is revoked by the CTOP™ Board of Standards, I will cease all use and relinquish all rights to the use of the Certified Trust Operations Professional™, CTOP™, or CTOP™ logos/marks in representations, marketing or public display