



The life insurance industry has voluntarily developed the Life Insurance Code of Practice (Life Code) to protect Australian customers.

The Life Code establishes important standards which life insurers must comply with to guarantee that customers can confidently purchase life insurance, knowing that their insurer will provide help when needed.

Want to make *a complaint?*

If you are concerned that your life insurer is breaching the Life Code, you can refer the matter to the Life Code Compliance Committee for investigation. The Committee's role is to monitor compliance and investigate breaches against the Life Code. They will then recommend corrective action if needed.

You can contact them on:

t 1800 931 678

e info@codecompliance.org.au

w lifeccc.org.au



p PO Box R1832 Royal Exchange
NSW Australia 1225

e hello@cali.org.au

w cali.org.au

Get in touch



Life Insurance Code of Practice

A rule book for life insurers
with strong protections for you.



Building protection for Australians into everything life insurers do

The Life Insurance Code of Practice (Life Code) encompasses all aspects of life insurance, including:

- how products are designed
- how products are sold
- timeframes to communicate decisions with customers
- the claims process
- how complaints are resolved.

The latest edition of the Life Code began on 1 July 2023. It includes more than 50 new and significant safeguards for Australian consumers, which are built into all the moments that customers interact with their life insurer.

Importantly, it ensures safeguards for customers who are facing challenges such as vulnerability, financial difficulties or mental health issues.

To help improve consumer confidence, sanctions have been put in place that are administered by the independent Life Code Compliance Committee. Where a life insurer is found to breach the code, a range of actions can be taken. This includes imposing sanctions where necessary such as a Community Benefit Payment made to support the community.



Australians are better protected by uplifted standards in:

Sales We want customers to make an informed decision that ensures their life insurance best meets their needs

Understanding current and future costs We don't want our customers to get an unexpected premium increase

Assisting vulnerable customers We want our customers to feel supported through the ups and downs of their life

Underwriting We want our customers to understand the reasons why underwriting decisions are made and that they can be reviewed

Claims It is critical that our customers feel supported throughout the claims process