

# Standards of Practice

## **CREATING STANDARDS**

Applicable Law – The DMM shall perform duties and discharge obligations guided by the AADMM code of ethics and in accordance with current state and federal law. To become and remain a DMM in good standing with AADMM, a DMM must adhere to the following principles and standards:

### Professionalism

*A DMM's conduct in all matters shall reflect credit upon the profession.*

- A. DMM will serve clients, colleagues, and the public with the highest degree of professionalism and will work to uphold the reputation of AADMM.
- B. A DMM shall avoid engaging in business conduct that presents a real, perceived or potential conflict of interest.
- C. A DMM shall show respect for other Daily Money Managers, and related occupational groups, by engaging in fair and honorable competitive practices.
- D. A DMM shall not practice any other profession or offer to provide such services unless the DMM is qualified to practice in those fields and is licensed as required by state law.

### Confidentiality

*A DMM shall not disclose any sensitive client information without the specific consent of the client.*

- A. The DMM shall respect the client's privacy and dignity, especially when the disclosure of information is necessary.
- B. Disclosure of information shall be limited to what is necessary and relevant to the issue being addressed.
- C. The DMM may disclose or assist the client in communicating sensitive information to a third party when the disclosure would benefit the client.
- D. The DMM shall keep client information confidential regardless of who pays the DMM.

### Competence

*A DMM shall provide services to clients competently and maintain the necessary knowledge and skills.*

- A. A DMM must keep abreast of all areas of education relevant to their clients.
- B. A DMM shall offer advice only in those areas in which the DMM has competence. In areas where the DMM is not professionally competent, the DMM shall seek the counsel of qualified individuals and/or refer clients to such parties.

### Integrity

*DMM will provide services with honesty and trust, and the client's best interest will always take priority.*

- A. The DMM shall neither solicit nor accept incentives from service providers.
- B. The DMM shall not be in a position of representing both the client and the service provider.
- C. A DMM shall not provide professional advice, services, or products through dishonesty, fraud, deceit or misrepresentation.
- D. A DMM shall not solicit clients through false or misleading communications or advertisements.

**ADMM is committed to ensuring the highest quality interaction between its members and their clients. DMMs are held accountable to the AADMM Board of Standards to resolve client concerns.**