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# Insurance Ireland 360° Consumer Conference

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# The 5 “Cs”



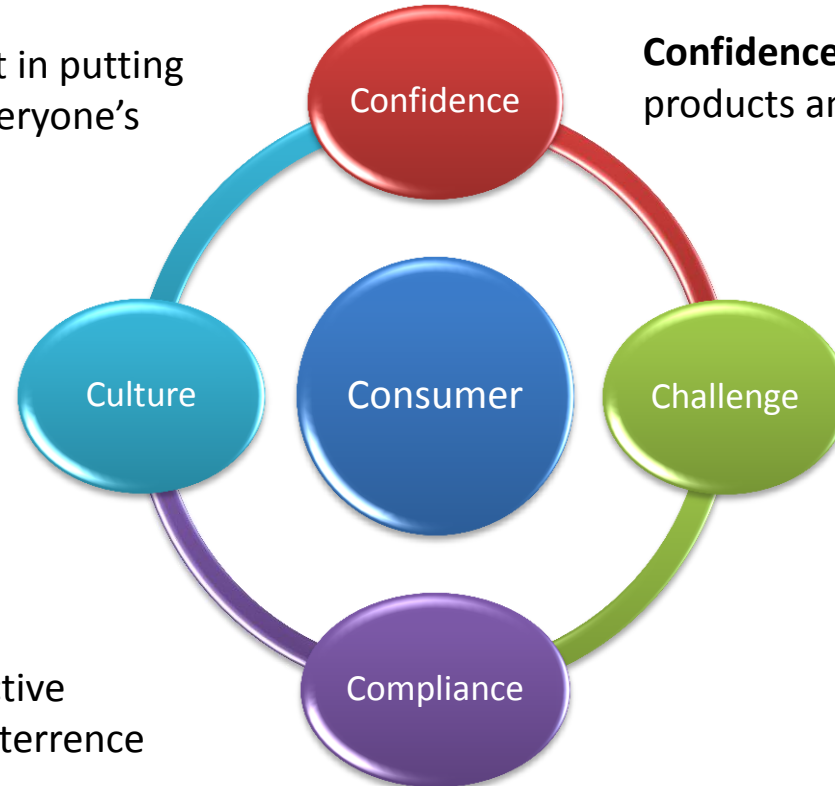
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**Consumer:** Playing our part in putting Consumer protection on everyone’s agenda

**Culture:** Promoting a consumer-focused ethos among ourselves, those we regulate and others

**Compliance:** Through effective supervision and credible deterrence and enforcement



**Confidence:** In financial services, products and regulation

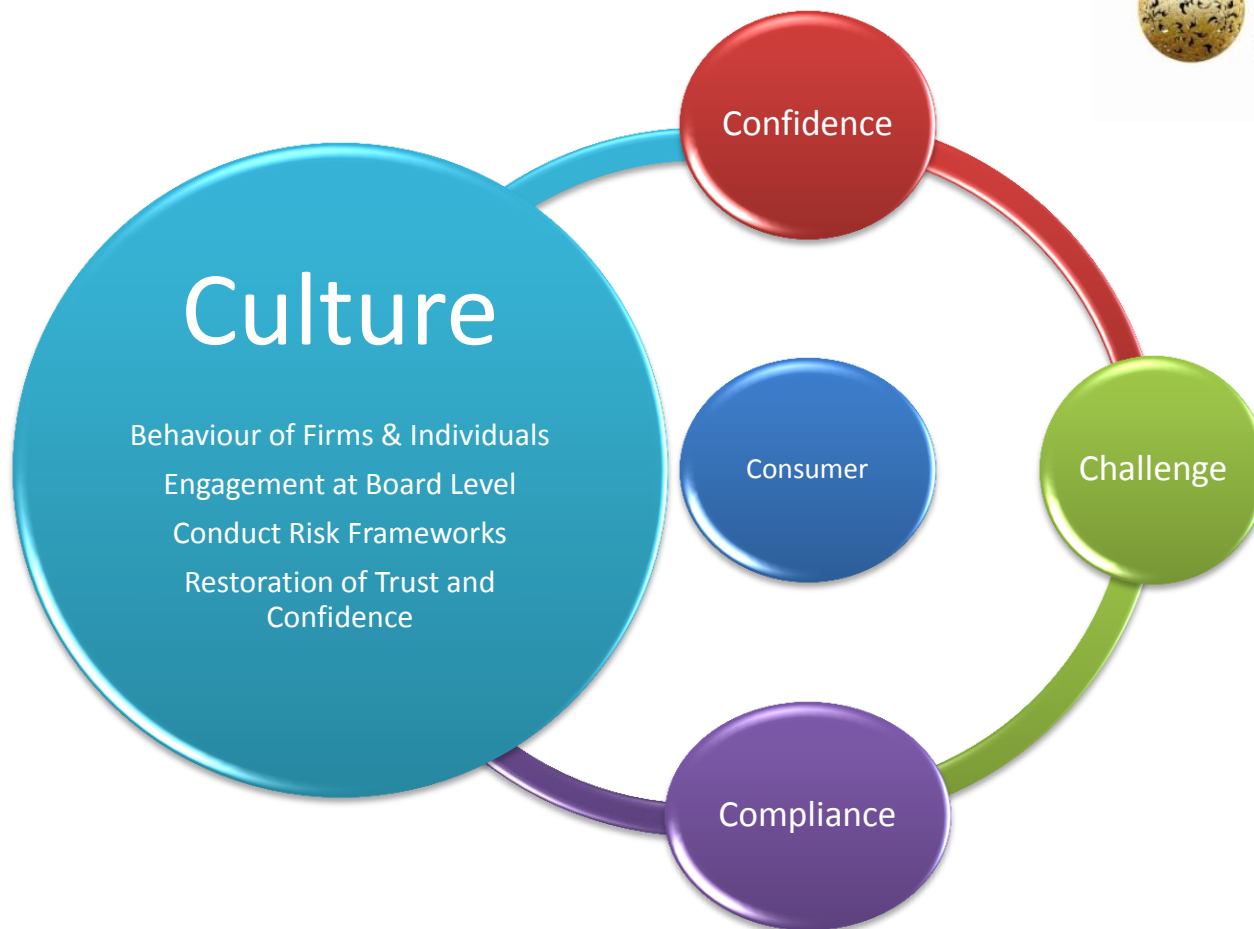
**Challenge:** To ourselves, those we regulate and others



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