# Treating Customers Fairly Policy

London Capital Group Limited (LCG) has a strong customer focus. Our customers are our most valuable asset and our aim is to ensure that you receive a user-friendly, robust, reliable and great value service. As a part of our overall approach we are fully committed to treating our customers fairly and as such we endeavour to meet your expectations of high quality service in the following ways:

- We ascertain the appropriateness of the requested service for all new clients prior to offering them an account, to ensure that it is in line with their knowledge and experience. In addition to this we work hard to ensure that product and risk information remains clear and prominent at all times.

- We continually aim to understand the needs of our customers, to keep you fully informed in a clear and fair manner that is unambiguous and not misleading. We endeavour to ensure that you understand and are reminded of the risks associated with our trading products.

- We provide valuable educational tools and a constantly evolving trading platform to match your trading requirements. We strive to provide an uninterrupted trading service and highly competitive spreads. In addition to this we offer effective and easily understood risk management tools.

- We respond in a timely manner to our customers' and prospective customers' questions and queries and promptly address any issues or concerns. All customer complaints are dealt with and escalated as appropriate and as required by us in order to meet our obligations to you and our regulator (the UK Financial Conduct Authority).

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