



Policy

Marketing Policies Of Licensees

1. Statutory Authority

1.1

This policy is being issued in accordance with a directive of the Governor in Council under section 29 of the Monetary Authority Law (2000 Revision).

2. Statement of Objectives

2.1

The Authority recognises that it is imperative to generate a positive international image of the Cayman Islands, and to avoid any negative impact on the reputation of the Cayman Islands as a centre in compliance with international regulatory standards.

3. The Policy

3.1

The Authority expects all licensees, to refrain from the use of aggressive marketing policies based exclusively, or primarily on confidentiality, or secrecy in order to attract business.

3.1.1.

The Authority expects all licensees to demonstrate a high level of responsibility in the marketing of all of their services. The Authority recognises that the reputation of the jurisdiction is sensitive to the manner in which service providers market their services.