



# **BAILLIE GIFFORD CONSUMER DUTY – MUTUAL EXPECTATIONS**

June 2023

---

## **WHAT YOU CAN EXPECT FROM US:**

We will continue to make available all regulatory information and fund literature (together with material updates) through data vendors and on our website. We will also publish relevant information on our product approval, value, and governance processes.

We will endeavour to make available any other information you need to comply with your obligations under our existing agreement, and applicable laws and regulations.

Our approach to due diligence, oversight and monitoring processes will remain risk-based where possible.

Where appropriate, we will endeavour to adhere to industry norms and standard management information requests.

We anticipate management information requests across the industry will become more detailed over time and will keep our requirements under review.

We will keep our funds under review. If we identify an issue that may adversely affect a fund's retail customers, we will notify you of the issue and any action we take.

## **WHAT WE EXPECT FROM YOU:**

You and your sub-distributors must understand the characteristics and risks of the funds as well as the needs and objectives of the funds' target market.

If you or your sub-distributors create your own target market in relation to the funds, we expect this to be within the target market that we have identified in our fund literature, and not to distribute our funds outside our target market.

We expect you to regularly review your distribution arrangements, make any necessary adjustments, and tell us about material adjustments as appropriate.

If you have any concerns about a Baillie Gifford fund, its literature, or the value it provides, please tell us promptly of your concerns and the actions you have taken as a result.

You must ensure all relevant information is passed to your sub-distributors and (where applicable) end clients, without amendment. We expect that you and your sub-distributors provide retail customers with appropriate information, and not information that is intended for professional clients such as advisers or institutions.

We need your continued support and cooperation in our due diligence and oversight process, and for you to promptly respond to our requests for management information.

If an event occurs in relation to a fund which we deem introduces an unreasonable risk of harm to retail customers, we reserve the right to require you and your sub-distributors to stop distributing that fund. If we send notice to that effect, you must cease distributing the fund as soon as practicable.



**Calton Square, 1 Greenside Row, Edinburgh EH1 3AN  
Telephone +44 (0)131 275 2000 [bailliegiifford.com](http://bailliegiifford.com)**

Copyright © Baillie Gifford & Co 2023

CO 1545451 BG Legal Addendum 0423  
Ref: Legal