



CFA INSTITUTE

ETHICS IN PRACTICE:

Doing Enough to Protect Clients?

CASE STUDY

Giddings is responsible for compliance at GWH, a large broker/dealer and investment adviser. In connection with GWH's wealth management business, the company maintains the personally identifiable information (names, addresses, phone numbers, account numbers, balances, and holdings) of hundreds of clients. Giddings adopted a number of policies and restrictions, including a Code of Conduct, that address employees' access to and handling of this confidential information. Marsh, who works for GWH as a client service associate, downloads client data to his personal server located at his residence to facilitate his telecommuting. Marsh's server is hacked and portions of the personal client information downloaded by Marsh are posted for sale on the internet. Did either Marsh or Giddings violate the CFA Institute Standards of Professional Conduct with respect to confidentiality?

- A. Marsh violated the CFA Institute Standards of Professional Conduct.
- B. Marsh did not violate the CFA Institute Standards of Professional Conduct.
- C. Giddings violated the CFA Institute Standards of Professional Conduct.
- D. Giddings did not violate the CFA Institute Standards of Professional Conduct.

