



The **Illinois Land Title Association**  
proudly pledges with your Title Company  
to adhere to the principles set forth by **ALTA**

## ***ALTA Principles of Fair Conduct***

- 1.** *To engage only in business practices that are lawful and consistent with a high standard of ethical behavior.*
- 2.** *To encourage a culture of compliance within their organizations for federal and state laws that govern the title insurance business and for these Principles.*
- 3.** *To treat consumers in a fair and ethical manner.*
- 4.** *To provide consumers with timely and comprehensive information regarding their policies, services, products, and prices so as to enable consumers to shop effectively among providers of title-related services.*
- 5.** *To encourage and assist consumers to be educated purchasers of title insurance and title-related services.*

**AMERICAN  
LAND TITLE  
ASSOCIATION**

