



New York State Land Title Association, Inc.  
Tradition, Excellence, Knowledge and Vision

**Title Insurance:**  
Protecting Your Piece of the Planet

**AMERICAN  
LAND TITLE  
ASSOCIATION**



# **ALTA PRINCIPLES OF FAIR CONDUCT**

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- To engage only in business practices that are lawful and consistent with a high standard of ethical behavior.
- To encourage a culture of compliance within their organizations for federal and state laws that govern the title insurance business and for these Principles.
- To treat consumers in a fair and ethical manner.
- 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.
- To encourage and assist consumers to be educated purchasers of title insurance and title-related services.

**Adopted by New York State Land Title Association, Inc.  
November 27th, 2007**