

Social Media & Compliance

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TRAVELERS 

COMPLIANCE WEEK 2010

Social Media & Compliance

Responsibilities

Provide legal counsel for compliance related issues such as Antitrust and Competition Laws, Privacy, Conflicts of Interest, Market Conduct Practices, Consumer Affairs, Code of Business Conduct and Ethics and Marketing & Advertising. Engage leadership and help enact policy making decisions related to compliance issues and concerns.

Social Media & Compliance

The Corporate compliance core organization consists of approximately 45 employees with groups focused on Market Regulation, State Rules and Regulations, Consumer Affairs, New Laws and Regulations, Agency Administration, Privacy and General legal support. Within the various business lines, there are dedicated and matrixed roles that further support the compliance function. Chief Compliance Officer reports directly to General Counsel with unfettered access to both the CEO and the Chair of the Audit Committee of the Board of Directors.

Social Media & Compliance

Organizational Structure

Approximately 30,000 employees and 3 separate business segments (Personal Insurance; Business Insurance; Financial, Professional and International).

Representatives in every U.S. state, Canada, Ireland and the U.K. and represented by approximately 13,000 independent agencies and brokerages countrywide*.

* Direct to consumer in our Personal Insurance line is a new initiative and requires thoughtful consideration given our substantial interaction and reliance upon independent agencies.

Social Media & Compliance

Use of Social Media

Peer group assessment/tracking

Reporting of claims

Complaints

Advertising

Customer Service tool

Twitter, Facebook, You-Tube