

**FINANCIAL INDUSTRY REGULATORY AUTHORITY
LETTER OF ACCEPTANCE, WAIVER AND CONSENT
NO. 2014042390702**

**TO: Department of Enforcement
Financial Industry Regulatory Authority ("FINRA")**

**RE: Ariana Grace Kaiser, Respondent
Former Registered Representative
CRD No. 6020881**

Pursuant to FINRA Rule 9216 of FINRA's Code of Procedure, I, Ariana Grace Kaiser ("Kaiser"), submit this Letter of Acceptance, Waiver and Consent ("AWC") for the purpose of proposing a settlement of the alleged rule violations described below. This AWC is submitted on the condition that, if accepted, FINRA will not bring any future actions against me alleging violations based on the same factual findings described herein.

I.

ACCEPTANCE AND CONSENT

- A. I hereby accept and consent, without admitting or denying the findings, and solely for the purposes of this proceeding and any other proceeding brought by or on behalf of FINRA, or to which FINRA is a party, prior to a hearing and without an adjudication of any issue of law or fact, to the entry of the following findings by FINRA:

BACKGROUND

On March 12, 2012, Kaiser became associated with ING Financial Partners, Inc. (n/k/a Voya Financial Advisors, Inc.) (CRD No. 2882) ("Voya"). On April 2, 2012, Kaiser became registered with FINRA as an investment company representative. On August 22, 2014, Voya filed a Form U5 terminating Kaiser's registration and her association with the firm as of the same date. Kaiser is not currently registered with FINRA or associated with a FINRA member firm, but she remains subject to FINRA's jurisdiction pursuant to FINRA By-Laws, Article V, Section 4.

RELEVANT DISCIPLINARY HISTORY

Kaiser has no prior disciplinary history with the Securities and Exchange Commission, any state securities regulator or self-regulatory organization.

OVERVIEW

Kaiser attempted to settle a customer dispute away from the firm without first notifying and receiving approval from her employing firm's Compliance Department in violation of FINRA Rule 2010. In addition, Kaiser failed to timely respond to FINRA's requests for information and documents in violation of FINRA Rules 8210 and 2010.

FACTS AND VIOLATIVE CONDUCT

On or about July 12, 2014, Kaiser improperly agreed to resolve a dispute with a customer regarding premium payments on a life insurance policy by agreeing to reimburse that customer one and one half months premiums, totaling \$6,000. Kaiser did not notify her employing firm of the dispute or the reimbursement agreement as required by the firm's written supervisory procedures. Ultimately, Kaiser did not reimburse the customer. As a result of the foregoing conduct, Kaiser violated FINRA Rule 2010.

In addition, on September 9, 2014, September 30, 2014, October 21, 2014, and November 12, 2014, FINRA staff sent multiple requests, pursuant to FINRA Rule 8210, to Kaiser seeking her to produce various documents and information in connection with the staff's investigation of Kaiser's attempt to settle away from the firm. Despite these requests, Kaiser failed to respond.

Subsequently, on March 9, 2015, FINRA sent Kaiser a Notice of Suspension pursuant to FINRA Rule 9552. On or about May 20, 2015, only after Kaiser's suspension became effective and more than eight months after FINRA's initial request, did Kaiser respond to FINRA's requests for information and documents. As a result of the foregoing conduct, Kaiser violated FINRA Rules 8210 and 2010.

B. I also consent to the imposition of the following sanctions:

- Seven month suspension in any and all capacities; and
- a \$10,000 fine.

The fine shall be due and payable either immediately upon reassociation with a member firm following the seven month suspension noted above, or prior to any application or request for relief from any statutory disqualification resulting from this or any other event or proceeding, whichever is earlier.

I specifically and voluntarily waive any right to claim that I am unable to pay, now or at any time hereafter, the monetary sanction(s) imposed in this matter.

I understand that if I am barred or suspended from associating with any FINRA member, I become subject to a statutory disqualification as that term is defined in

Article III, Section 4 of FINRA's By-Laws, incorporating Section 3(a)(39) of the Securities Exchange Act of 1934. Accordingly, I may not be associated with any FINRA member in any capacity, including clerical or ministerial functions, during the period of the bar or suspension (see FINRA Rules 8310 and 8311).

The sanctions imposed herein shall be effective on a date set by FINRA staff.

II.

WAIVER OF PROCEDURAL RIGHTS

I specifically and voluntarily waive the following rights granted under FINRA's Code of Procedure:

- A. To have a Complaint issued specifying the allegations against me;
- B. To be notified of the Complaint and have the opportunity to answer the allegations in writing;
- C. To defend against the allegations in a disciplinary hearing before a hearing panel, to have a written record of the hearing made and to have a written decision issued; and
- D. To appeal any such decision to the National Adjudicatory Council ("NAC") and then to the U.S. Securities and Exchange Commission and a U.S. Court of Appeals.

Further, I specifically and voluntarily waive any right to claim bias or prejudgment of the Chief Legal Officer, the NAC, or any member of the NAC, in connection with such person's or body's participation in discussions regarding the terms and conditions of this AWC, or other consideration of this AWC, including acceptance or rejection of this AWC.

I further specifically and voluntarily waive any right to claim that a person violated the ex parte prohibitions of FINRA Rule 9143 or the separation of functions prohibitions of FINRA Rule 9144, in connection with such person's or body's participation in discussions regarding the terms and conditions of this AWC, or other consideration of this AWC, including its acceptance or rejection.

III.

OTHER MATTERS

I understand that:

- A. Submission of this AWC is voluntary and will not resolve this matter unless and until it has been reviewed and accepted by the NAC, a Review Subcommittee of

the NAC, or the Office of Disciplinary Affairs ("ODA"), pursuant to FINRA Rule 9216;

B. If this AWC is not accepted, its submission will not be used as evidence to prove any of the allegations against me; and

C. If accepted:

1. this AWC will become part of my permanent disciplinary record and may be considered in any future actions brought by FINRA or any other regulator against me;
2. this AWC will be made available through FINRA's public disclosure program in accordance with FINRA Rule 8313;
3. FINRA may make a public announcement concerning this agreement and the subject matter thereof in accordance with FINRA Rule 8313; and
4. I may not take any action or make or permit to be made any public statement, including in regulatory filings or otherwise, denying, directly or indirectly, any finding in this AWC or create the impression that the AWC is without factual basis. I may not take any position in any proceeding brought by or on behalf of FINRA, or to which FINRA is a party, that is inconsistent with any part of this AWC. Nothing in this provision affects my: (i) testimonial obligations; or (ii) right to take legal or factual positions in litigation or other legal proceedings in which FINRA is not a party.

D. I may attach a Corrective Action Statement to this AWC that is a statement of demonstrable corrective steps taken to prevent future misconduct. I understand that I may not deny the charges or make any statement that is inconsistent with the AWC in this Statement. This Statement does not constitute factual or legal findings by FINRA, nor does it reflect the views of FINRA or its staff.

I certify that I have read and understand all of the provisions of this AWC and have been given a full opportunity to ask questions about it; that I have agreed to its provisions voluntarily; and that no offer, threat, inducement, or promise of any kind, other than the terms set forth herein and the prospect of avoiding the issuance of a Complaint, has been made to induce me to submit it.

10/20/2015
Date (mm/dd/yyyy)

Ariana Grace Kaiser
Ariana Grace Kaiser, Respondent

Accepted by FINRA:

11/11/5
Date

Signed on behalf of the
Director of ODA, by delegated authority

Kathryn M. Wilson

Kathryn M. Wilson
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