

**ADMINISTRATIVE PROCEEDING
BEFORE THE
SECURITIES COMMISSIONER OF SOUTH CAROLINA**

IN THE MATTER OF:

)

CONSENT ORDER

Ameriprise Financial Services, Inc.,

)

Matter Nos. 2015793 and 20167368

Respondent.

)

This Consent Order is entered into between the Securities Division of the Office of the Attorney General of South Carolina (the "Division") and Ameriprise Financial Services, Inc., CRD No. 6363 ("Ameriprise" or the "Respondent"), in order to resolve the Division's investigations under Matter No. 2015793 and Matter No. 20167368 into whether certain Ameriprise conduct violated the provisions of S.C. Code Ann. § 35-1-101, *et seq.*, the South Carolina Uniform Securities Act of 2005 (the "Act") and the regulations promulgated thereunder.

Without admitting to or denying the findings of fact and conclusions of law set forth in this

Respondent's West Columbia, South Carolina Branch Office

14 The Division's investigation of American's West Columbia, South Carolina

23. During most of the Relevant Period, J.N., M.L.N., and J.S. shared the same field supervisor (the "Field Supervisor").

24. As part of his supervision, the Field Supervisor conducted reviews of the investment strategies employed by J.N., M.L.N., and J.S., as well as reviewed certain customer accounts and various communications between J.N., M.L.N., J.S. and their customers

72 The Field Committee's review of the West Columbia Branch also included various

1-412(d)(13)—in particular, S.C. Code of Regulations § 13-501(B)(3)—through the use of fictitious account information in order to execute transactions which would otherwise be prohibited.

41. ~~The Respondent's failure to reasonably supervise its agents who violated the Act~~

~~provides the basis for discipline of the Respondent pursuant to S.C. Code Ann. §§ 35-1-412(e) and~~

~~35-1-412(d)(9).~~

42. This Consent Order is in the public interest.


V. ORDER

It is hereby ORDERED that:

a. Ameriprise is CENSURED; and


~~_____~~

Respondent Ameriprise Financial Services, Inc.


Name Christopher R. Long
Title Vice President & Chief Counsel, Regulatory Affairs

Date: 6-26-18

Reviewed By:


Niels P. Murphy, Esq.
Lawton R. Graves, Esq.
Murphy & Anderson, P.A.
Counsel for Respondent


Date: 6/27/18

Approved as to Form:



Date: 6/27/2018

Deputy Securities Commissioner


Ian P. Weschler
Assistant Attorney General
Securities Division

Date: 6/27/2018