

Do's and Don'ts for Consumer facing staff Retail Banking Group

November 2021

Version 1.0

01

Introduction

Abu Dhabi Islamic Bank (“ADIB”, “The Group” or “The Bank”) has developed Do’s and Don’ts guidelines to enable Consumer facing personnel within the Retail Banking Group (RBG) adhere to Consumer Protection Regulations (CPR) and the accompanying Standards, specifically concerning Business and Market Conduct.

This document should be read in conjunction with the Business and Market Conduct Policy of the Bank.

The document encapsulates best practice guidelines for Personnel in Consumer facing roles.

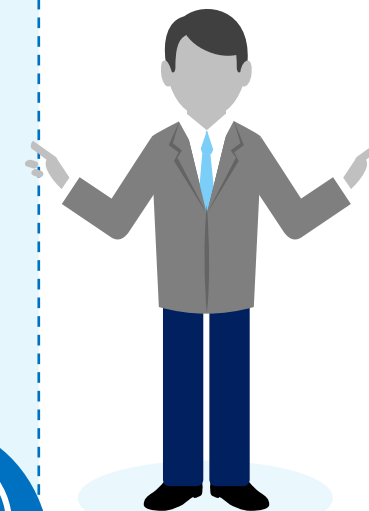
Do's

1. Always identify yourself to the consumer and inform the consumer you are representing Abu Dhabi Islamic Bank (ADIB);
2. Always ask the consumers to fill in the forms or officer shall fill in their presence, only post their permission or based on their request;
3. Obtain consumer signatures on the forms; Ask for valid Emirates ID for identification of the consumer. Match the photograph on the ID with the person available for the transaction;
4. Obtain original documents from the consumers (where applicable); take photocopies of the same, affix 'Original Seen' stamp on the copies and mark your signatures, name, staff ID and date;
5. Obtain self-attestation from the consumer on all documents submitted;
6. Where photocopies were provided by consumers for processing the application, ensure the copies are meticulously validated against the originals at the time of signing the contracts;
7. Obtain fresh documents from consumers and not take printouts of consumer documents on FileNet;
8. Cross check the consumer signature and ensure a close match with specimen signatures in SigCap; in case of any doubt on consumer identification or signatures, refer it to immediate supervisor;
9. Keep all consumer documents and security items (including but not limited to cheques, title deeds, mortgage contracts etc.) in safe custody; Ensure safe custody of ADIB stamps and letter heads.
10. Shred documents that are no longer required or not applicable.
11. Use Shariah related policies and terminologies while offering Shariah products.
12. Always look for instructions in system pop-up messages while processing the requests;
13. Always explain the key terms, product benefits, warnings and risks to the consumer and ensure the product information, product benefits, key features, applicable fees and charges and warnings in the Key Facts Statement are explained to the consumer/s to enable them to choose the financial product or service best suited to their requirements; ^{3.2.2.5 and 5.1.1.68}
14. Ensure professional business conduct at all times when dealing with consumers; ^{5.1.2.5}
15. Ensure compliance to HR policies, mandatory trainings, code of conduct and all applicable employee guidelines at all times; ^{5.2.2.1}
16. Consumers who have verbally consented to avail the financial product / service, always ensure the consumer is sent an official communication from the Bank to confirm acceptance of offer.
17. Conduct the 'Original Sighting' process personally. Where meeting the consumer in person is not possible, ensure the documents are signed in the presence of authorized staff in the branches or service centres.
18. Always assist vulnerable consumers, people of determination and any other disadvantaged groups.
19. Provide easy and convenient channels for Consumers to file a Complaint (email address, phone number, fax, etc).



Don'ts

1. Entertain/facilitate cash transactions other than through designated teller counters. (E.g. facilitating cash transactions for consumers through colleagues, branch office assistants, cleaners etc.);
2. Share consumer's information with any third-party including family members, colleagues, friends, etc. Only the consumer or his/her Power of Attorney (POA) holder is authorized to operate or has the right to sign the relevant documentation;
3. Share consumer details with internal colleagues unless they have genuine business reason and agreed authority to do so;
4. Leave workstation unlocked whenever away from your desk;
5. Share system or application password under any circumstances with anyone;
6. Accept photocopies of the documents from consumers. Officer should take the copies themselves. However, where allowed, retrieve the copies from FileNet through the designated staff;
7. Engage in financial transactions with consumers or in any form of relationship/partnership which may be construed as a conflict of interest;
8. Facilitate exceptions without obtaining approval from the concerned delegated authority;
9. Misrepresent Conventional Products as Shariah products; ^{5.1.1.68}
10. Be unreasonably persistent, coerce or place undue pressure on consumers to purchase/transfer/closure of a Financial Product and/ or Service; ^{5.1.1.78 and 5.1.1.11}
11. Exploit the consumers' limited or lack of knowledge of the Financial Product and or Service and or proposed transaction (financial and non-financial). ^{5.1.1.68}
12. Misuse information obtained in the course of working and manage these information following the Group's "needs to always know" principle and respect information barriers and duties of confidentiality in line with ADIB's information security policies.
13. Use your association with the group to advance their personal interests, act in any way that could harm the ADIB's reputation or use their positions to provide preferential help to anyone seeking to do business or employment with ADIB.
14. Discuss confidential information in public places, including hallways, elevators, taxis, airplanes, subways, trains and restaurants.
15. Fail to comply with regulations, like policy churning, that may lead to disciplinary actions.
16. Indulge in any form of discrimination, abuse, harm consumers regardless of family status, gender, minority group status, race or age.



02

Appendix

Appendix- CPR Regulations and Standards

Regulation Name	Regulation reference	Article	Regulation Article/ para number	Article Number	Regulation text The exact text from the regulatory document as-is for the corresponding article/paragraph
Consumer Protection Regulation	CBUAE/BSD/N/2021/444	Article 3: Institutional Oversight	3.2.2. Description	3.2.2.5	Licensed Financial Institutions must have and be able to demonstrate a corporate culture of Consumer service, fairness, transparency, ethical business conduct and effective disclosure.
Consumer Protection Regulation	CBUAE/BSD/N/2021/444	Article 5: Business Conduct	5.1.2. Description	5.1.2.5	Licensed Financial Institutions must ensure that the staff who directly interact with Consumers will: a. Competently, efficiently and professionally discharge their duties and provide prospective and existing Consumers with the information and services they are entrusted to provide or sell. b. Have sufficient knowledge of products and/or services required to help and educate Consumers. c. Have the professional qualifications at all times necessary to provide advice and carry out transactions.
Consumer Protection Regulation	CBUAE/BSD/N/2021/444	Article 5: Business Conduct	5.2.2. Description	5.2.2.1	All Consumers must be treated equitably, honestly and fairly at all stages of their relationship with Licensed Financial Institutions. Treating Consumers fairly must be an integral part of the good governance, business conduct and corporate culture of all Licensed Financial Institutions.
Consumer Protection Standards	NA	Article 5: Business Conduct	5.1 Responsible Business Conduct 5.1.1 General Provisions for Promoting Competition General Requirements -	5.1.1.11	5.1.1.11 Licensed Financial Institutions must conduct themselves in a professional manner at all times when dealing with Consumers. They must not be unreasonably persistent or place Undue Pressure on Consumers to purchase any Financial Product and/or Service.
Consumer Protection Standards	NA	Article 5: Business Conduct	5.1 Responsible Business Conduct 5.1.1 General Provisions for Promoting Competition Sales, Marketing, Advertising and Financial Promotional Activities	5.1.1.68	5.1.1.68 Licensed Financial Institutions must not engage in Marketing and / or sales conduct that is misleading or deceptive. The following actions fall within the prohibitive practices: a. Making repeated solicitations through any channel of communications to promote Financial Products and/or Services to Consumers who have previously opted out of these communications and/or communicated their disinterest in the Financial Product and/or Service; b. Conducting one or more personal visits to the Consumer's home or workplace without the Consumer's permission; c. Exploiting a Consumer's lack of knowledge, apathy or ability to understand the Financial Product and /or Service or the proposed transactions; d. Falsely stating that the offer regarding Financial Products and/or Services that includes any promotional gifts, incentives, bonuses is only available for a limited time or is in limited supply, to elicit an immediate decision, when in fact there is no such limitation; e. Misrepresenting conventional products as being Shari'ah-compliant funds or products; f. Omitting material facts that are relevant for the Consumer to make an informed decision, including the use of small print to obscure such facts; and g. Soliciting Consumers with incentives or attractive promises, for example Financial Promotions or gifts, when the Licensed Financial Institution is aware that it is not able to reasonably fulfil the demand for such promises.

Appendix- CPR Regulations and Standards

Regulation Name	Regulation reference	Article	Regulation Article/ para number	Article Number	Regulation text The exact text from the regulatory document as-is for the corresponding article/paragraph
Consumer Protection Standards	NA	Article 5: Business Conduct	5.1 Responsible Business Conduct 5.1.1 General Provisions for Promoting Competition Bundling of Financial Products and/or Services	5.1.1.78	5.1.1.78 Licensed Financial Institutions must not apply Undue Pressure or coerce Consumers into obtaining a Financial Product and/or Service from them or anyone else as a condition for obtaining another Financial Product and/or Service from them.
Consumer Protection Standards	NA	Article 5: Business Conduct	5.1 Responsible Business Conduct 5.1.2 General Provisions for Deposit Products Current and Saving Accounts Debit Cards -	5.1.2.5	Debit Cards 5.1.2.5 Licensed Financial Institutions can issue debit cards in a secure manner that are linked to any type of accounts. They may charge approved Fees for issuance of new cards, replacement of lost cards or renewal of expired cards. However, they must disclose these Fees in the manner specified in Article 2: Disclosure and Transparency.
Consumer Protection Standards	NA	Article 5: Business Conduct	5.2 Fair Treatment of Consumers 5.2.2 General Provisions for Fair Treatment of Consumers General Requirements	5.2.2.1	General Provisions for Fair Treatment of Consumers 5.2.2.1 The Board of Licensed Financial Institutions, must establish a control framework that articulates and demonstrates clearly its values and culture with respect to treating the Consumer fairly, such as: a. Good ethics, values and transparency in promoting and selling Financial Products and/or Services to Consumers; b. Positive Consumers relations, Complaint management and Complaint resolution; c. Assisting People of Determination; d. Equal, Fair treatment of all Consumers; e. Confidentiality and safeguarding of Consumers' information and assets; f. Addressing conflicts of interest; g. Service performance standards that provide timely delivery of Financial Products and/or Services; and h. Identifying and addressing Errors including systemic and administrative Errors expeditiously.



Thank you

Disclaimer

This document is prepared based on the current CPR obligations. As and when there are changes to the processes, controls and regulatory environment, the respective BORMs in consultation with wider stakeholders must keep this document up to date.