

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

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Version 1.0



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# 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.



# 02

**Overarching responsibilities**

## Do's

- ✓ Always demonstrate integrity, due skill, care and attentiveness in all stages of the relationship with the consumers.
- ✓ Always identify yourself, act in a fair, honest and professional manner, correspond in clear and plain language while serving consumers. <sup>5.1.1.59, 5.2.2.1</sup>
- ✓ Adhere transparency and accuracy when providing appropriate Financial Products and/or Services that are focused on serving the best interests of the Consumer <sup>5.1.1.3b</sup>
- ✓ Always advise consumers of all reasonable options, substitutes and choices available based on Consumer's knowledge and experience.
- ✓ Always assist vulnerable consumers, people of determination and any other disadvantaged groups.

## Don'ts

- ✗ Place unreasonably persistent or Undue Pressure on Consumers to purchase/transfer/closure of any Financial Product and/or Service. <sup>5.1.1.78 and 5.1.1.11</sup>
- ✗ Be dishonest, corrupt and fraudulent while delivering your services.
- ✗ Omit material facts or provide misleading information relating to products, services, profit rates, other fees etc <sup>5.1.1.68</sup>
- ✗ Take advantage of the consumers' limited or lack of knowledge of the Financial Product and or Service and or proposed transaction (financial and non-financial). <sup>5.1.1.68</sup>
- ✗ Indulge in any form of discrimination, abuse, harm consumers regardless of family status, gender, minority group status, race or age.

## Do's

- ✓ Solicit only ADIB approved financial promotions involving any kind of bonus, gifts, points or other incentives.
- ✓ Always ensure compliance to ADIB policies, code of conduct, trainings and all applicable employee guidelines.<sup>5.2.2.1</sup>
- ✓ When Offering Shari'ah compliant products and/or services, disclose and use Shari'ah related policies and terminologies .
- ✓ When meeting Consumers in person on any location/ premise , must ensure that the location/ premise warrants confidentiality of the exchange of personal information and security in carrying out transactions.

## Don'ts

- ✗ Offer, give, solicit or accept any personal gifts or rewards (monetary or otherwise) from consumers at all times.
- ✗ Misbehave, fail to comply with policies, trainings that can lead to disciplinary actions.
- ✗ Use any acronyms and misrepresent Conventional Products as Shari'ah products.<sup>5.1.1.68</sup>
- ✗ Discuss or conduct meetings and share confidential information with consumers in public places, including hallways, elevators, taxis, airplanes, subways, trains and restaurants.



## Do's

- ✓ Always secure your passwords. Lock your system when away from your desk.
- ✓ Discuss or share information only with customer or authorized representatives ensuring proper verification.
- ✓ Always keep consumer signed documents in personal custody, safe and secure. Shred unwanted documents or send documents with consumer data to CCU for archival.
- ✓ Use ADIB emails, resources, or office equipment only for business requirements.
- ✓ Ensure access, use, maintenance, share, and disclosure of consumer information only for authorized purposes by ADIB.

## Don'ts

- ✗ Share systems or applications passwords under any circumstances with anyone.
- ✗ Share ADIB data or consumer details with third parties or unauthorized parties (consumers/sales officer of other banks).
- ✗ Leave customer signed documents and with customer data unattended at any place.
- ✗ Send/receive ADIB documents, promotions or solicitation to consumers or potential consumer using any of your personal emails or mobile numbers; or social media (such as WhatsApp, Facebook, LinkedIn, etc.)



# 03

**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 General Requirements -	5.1.1.59	5.1.1.59 Licensed Financial Institutions must have in place, methods for ensuring all levels of Staff within Licensed Financial Institutions act with integrity, due skill, care and diligence in carrying and in a fair, honest and professional manner while carrying out their role and responsibilities.



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 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.
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	5.2 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.*