

Our Commitment to the CBA Seniors Code

What is the Seniors Code?

The Canadian Bankers Association (CBA)'s **Code of Conduct for the Delivery of Banking Services to Seniors**, or “the Code,” sets out seven principles that apply to banks when delivering banking products and services to Canada's seniors (i.e. individuals who are 60 years of age or older and transacting for non-business purposes).

Our Seniors Code Commitment

Canadians rely on us for their day to day jobs and joys of life in Canada. Canadian Tire Bank (CTB) is committed to making every effort to embed the Code within our business practices so that our senior customers can continue to trust and do business with CTB for their personal banking needs while strengthening their financial well-being.

Our Commitment in Action

CTB's commitment to the Code includes implementing consumer protection measures targeted at seniors. These measures include:

- Providing a dedicated, plain language **Support for Seniors** webpage to aid seniors in their everyday banking needs
- Developing relevant financial literacy content and tools, e.g. guidance on Power of Attorney and Joint Deposit Accounts and common fraud schemes targeted at seniors
- Ensuring information is provided in accessible formats and delivery channels, e.g. large print, and braille statements (where applicable)
- Training subject matter experts to be focused on seniors' unique circumstances and needs, e.g. preventing and detecting common fraud schemes faced by seniors and advising on financial abuse protections

- Implementing a foundational customer service model for frontline customer service representatives, supported by awareness communications and escalation processes involving senior customers
- Providing role-based training to our customer service team on topics like financial abuse, fraud, and scams and how to discuss them with seniors
- Appointing a Seniors Champion to collaborate with relevant subject matter resources from the customer service, fraud, legal and compliance functions for extra support in addressing seniors' needs.

Seniors Champion

With the Code's guidance and a goal of promoting our senior customers' interests, CTB has appointed Megan Jones, VP, Financial Products and Services, as our “Seniors Champion.” Megan is also the Co-Chair of our Diversity and Inclusion Council and is a passionate advocate for ensuring equity and inclusion.

“Canadian Tire Bank's philosophy is keeping ‘Customers for Life,’ and we are committed to supporting seniors in all aspects of their banking with us – at every stage of their lives. We understand the importance of diversity, inclusion and belonging, and strive to meet the needs of our diverse customers that reflect the communities and the customers we serve.

As CTB's Seniors Champion, I am working to infuse the Code's principles within our business practices and will continue to collaborate with seniors and subject matter experts, supporting organizations to address and resolve seniors' banking needs. I am immensely proud of CTB, and our employees' continued dedication to serving our customers and embodying the Code.”