

What is Seniors Code?

In July 2019, the Canadian Bankers Association (CBA) released a new code of conduct called the [Code of Conduct for the Delivery of Banking Services to Seniors](#) (Seniors Code), which outlines the ways that banks are expected to deliver financial services to seniors in Canada. The Seniors Code applies to customers over the age of 60. It includes seven principles which outline how a bank can better serve and accommodate the needs of older Canadians.

Our Commitment

SBI Canada Bank, hereinafter referred to as the “Bank” and “SBIC”, welcomes this initiative and commits to working with the financial industry to better serve and accommodate the needs of older Canadians by taking measures such as the following:

- Establishing and implementing appropriate policies, procedures, and processes to support the Code.
- Making endeavours to mitigate potential financial harm to seniors.
- Making adequate resources available to employees dealing with seniors to help them understand their banking needs.
- Providing training to our employees who serve seniors.
- Communicating effectively with seniors.
- Considering market demographics and the needs of seniors while developing products and services offered to clients.
- Publicly disclosing the steps taken by SBIC to support the principles set out in the Code.

In an ever-changing environment, it is our perpetual endeavour to keep innovating and improving our services. With our commitment to the code, we ensure that we stand by the principles of the code both in our mindset and praxis.

SBIC has been a part of the Canadian community for almost 40 years. The amalgamation of our traditional values coupled with the Canadian culture of deep-rooted respect for all individuals and our commitment to seniors code is unwavering.

Adopting the Senior Code

SBIC is taking the following measures to improve the experience for all seniors to bank with us.

Employee Training

Our employees are the partners in our vision and reflect upon the values of the organization. Customers trust in the Bank is foremost and this is supported by our employees on the frontline. To ensure that we never lose sight of the most important part of our bank, our customers, we have successfully coached our employees about the Senior Code so that they understand the sensitivity with which they need to serve our seniors.

Resources to protect against financial abuse

The seniors are more vulnerable to fraud in today's fast changing digital world. As a bank, we take it as our duty to safeguard the interest of our customers. The bank has provided training to its staff on protecting seniors against financial abuse.

Power of Attorney and Joint Accounts

Our branches are equipped to offer information about [Powers of Attorney](#) and Joint Accounts to assist customers in understanding how these options could be used by them.

Effective Communication

As a bank, we constantly work on improving our reach to the customers and for that we ensure that all our communications are clear and simple and do not have any difficult jargons / information that might cloud the understanding and intent of the communication. To ensure this, the Bank has formed a committee that reviews all communication sent out to customers.

Seniors Champion

SBI Canada Bank has designated its Head – Retail Banking, who is also a senior member of Bank's management as the "**Seniors Champion**". Seniors Champion will facilitate the implementation of the Seniors Code, work towards creating awareness on issues affecting seniors and enabling processes to ensure a safe and better banking experience for seniors.

Accessibility

We ensure that our services and the means to access these services are accessible and constantly strive to make them even more convenient. Customers can access various [forms](#) and [frequently asked questions](#) from the convenience of their comfort zones. We are also improving our digital access to ensure that the clients have uninterrupted and secure contact with the Bank.

- Barrier free access at our branches.
- Our ABMs have Braille functionality and vista software that has accessibility mode available that lowers touchpoint. The ABMs are also equipped with headphone jacks and volume control functions.