

## Supporting Seniors

We recognize and appreciate the meaningful contributions that seniors make in our communities, and we're committed to supporting them with their banking needs. As part of our purpose to help Canadians make smart decisions with their money, we strive to enhance seniors' banking experiences and further strengthen these deep and tenured relationships.

Our Senior's Champion leads and advocates our approach to ensure we meet the diverse banking and accessibility needs of seniors. This work is guided by our commitment to the seven principles of the *Code of Conduct for Delivery of Banking Services to Seniors* (the Code). Here's how we support the Code:

---

### Principle 1:

**Banks will establish and implement appropriate policies, procedures, and processes to support the Code**

- Strengthened our internal policies and procedures to better support our employees when helping senior Clients. These policies and procedures include roles and responsibilities, a list of training modules, where to find internal resources, and other information related to serving seniors. Developed tools to provide guidance to employees on ways to identify and assist senior Clients who may be experiencing diminished mental capacity.
- Maintained our escalation procedures that connect frontline employees with management and support departments, for assistance with more complex or unique senior circumstances (e.g. fraud, suspected financial abuse, etc.).
- A *Seniors Playbook* and *Seniors Operating Model* outline our approach to operationalize service to seniors, articulate the role of the Senior's Champion and enable partners to consider seniors' needs in the design and delivery of banking solutions.
- The seven principles of the Code are included in our regulatory compliance management framework, which ensures regular reviews of our policies and procedures.

---

### Principle 2:

**Banks will communicate effectively with seniors**

- The *Seniors Centre* in the Ways to Bank section of our website consolidates valuable resources to help seniors bank with confidence. It provides information on digital and online banking services, accessibility features, security and protection against fraud.
- The *Seniors Centre* also includes helpful information on topics such as Powers of Attorney (POA) and joint Accounts.
- Our *Forward Thinking* blog includes financial literacy content on how seniors can make the most of their money. It also brings awareness to common financial scams impacting seniors and what they and their families can do to protect themselves.
- We're committed to meeting the accessibility needs of our senior Clients in a variety of ways including:
  - ABMs that are physically accessible and include audio navigation for Clients who are visually impaired
  - Accessible or alternate document formats available upon Client request
- Our website also features a Security Centre, which provides Clients with tips on avoiding fraud and instructions for those who suspect they've fallen victim to fraud.

---

### Principle 3:

**Banks will provide appropriate training to their employees and representatives who serve seniors**

- Client-facing employees must complete mandatory, competency-based training. The training (reviewed annually) provides employees with knowledge and skills to effectively communicate with, and identify situations where, senior Clients may require additional support with their banking needs.

Topics include:

- Senior Client Overview
  - Senior-friendly Practices
  - Understanding Mental Capacity and Decision-Making
  - Power of Attorney and Joint Accounts
  - Fraud and Financial Abuse
-

## Supporting Seniors (cont.)

---

### Principle 4:

**Banks will make appropriate resources available to client-facing employees and representatives to help them understand matters relevant to seniors' banking needs**

- Consolidated resources are updated and available on a dedicated internal portal for front-line employees to help them understand matters relevant to seniors' banking needs.
  - Developed new internal resources which include:
    - Employee guides for best practices against fraud, and support material around vulnerability and potential financial mistreatment - as included in our *Seniors Playbook* and *Seniors Operating Model*
    - Guide on diminished mental capacity
- 

### Principle 5:

**Banks will endeavour to mitigate potential financial harm to seniors**

- Tangerine has extensive system tools (featuring advanced security protocols and built-in fraud deterrents) and investigative procedures in place to mitigate financial harm to all Clients, including seniors. We offer a Security Guarantee, through which we will fully reimburse Clients in the event that they suffer direct financial losses due to unauthorized activity, provided that the Client has met their security responsibilities.
  - Our website's Security Centre provides tips for avoiding fraud and includes instructions for those who suspect they've fallen victim to fraud.
- 

### Principle 6:

**Banks will take into account market demographics and the needs of seniors when proceeding with branch closures**

- Tangerine is a digital bank without physical branch locations. Our digital banking model allows access to all our financial services online, through our Mobile Banking app, and through our Contact Centres.
- 

### Principle 7:

**Banks will publicly disclose the steps they have taken to support the principles set out in the Code**

- Proudly disclose steps taken in our annual Public Accountability Statement, outlining our commitment to the Code.
-