



ALLIANCE BANK

ALLIANCE ISLAMIC BANK

# Treat Customers Fairly Charter

**ALLIANCE BANK MALAYSIA BERHAD  
ALLIANCE ISLAMIC BANK BERHAD**

**TREAT CUSTOMERS FAIRLY CHARTER**

At Alliance Bank and Alliance Islamic Bank, we are committed to deliver good financial consumer outcomes to our customers. We believe in building long-term and mutually beneficial relationships with our customers. This Charter specifies our commitment to provide the highest standards of fairness in all our dealings with our customers.

To protect the interests and financial well-being of our customers:

**A. We commit to embed fair dealing into our institution's corporate culture and core values**

- i. We will set minimum standards on fair business practices in all dealings with our customers. This includes providing financial services or products suitable to our customers' financial circumstances and preserving the confidentiality of our customers' information;
- ii. We will train all staff attending to customers to provide quality advice and recommendation; and
- iii. We will take customers' feedback seriously and provide immediate constructive feedback to our staff.

**B. We commit to ensure that customers are provided with fair terms**

- i. We will ensure that the terms in our contracts or agreements are fair, transparent, and well communicated to customers;
- ii. We will ensure that terms and conditions set out the respective rights, liabilities and obligations clearly and as far as possible in plain language; and
- iii. We will ensure that the terms and conditions in contracts or agreements are not altered without prior notification to customers.

**C. We commit to ensure that customers are provided with clear, relevant and timely information on financial services and products**

- i. We will provide customers with relevant and timely information in a product disclosure sheet;
- ii. We will disclose key product features, fees and charges, risks and benefits in a clear and concise manner; and
- iii. We will ensure critical terms are brought to customers' attention and explained to the customers.

**D. We commit to ensure that our staff, representatives and agents exercise due care, skill and diligence when dealing with customers**

- i. We will conduct sales, advertising and marketing of our financial services and products with integrity and will not make false or exaggerated claims;
- ii. We will avoid or clearly disclose actual or potential conflicts of interest; and
- iii. We will ensure staff remuneration takes into consideration whether key performance indicators relating to fair treatment of customers have been achieved.

**E. We commit to ensure that customers receive suitable advice and recommendations that take into account their financial needs and circumstances**

- i. We will provide clear, relevant and quality advice or recommendations based on adequate consideration of customers' financial objectives, needs, circumstances, financial situation and risk appetite so that customers can make informed decisions;
- ii. We will ensure advice or recommendations are substantiated with a reasonable basis and in the best interest of customers; and
- iii. We will ensure that our customers' data and privacy are safeguarded.

**F. We commit to ensure that customers' complaints and claims are handled in a prompt, fair and effective manner**

- i. We will have in place proper and well documented complaints handling process and provide clear redress options should customers decide to further escalate their complaints;
- ii. We will ensure that our staff, representatives and agents are properly trained to handle and resolve complaints in an effective and timely manner; and
- iii. We will monitor and evaluate the nature and trend of complaints received through effective root cause analysis and thereafter take adequate measures to rectify weaknesses identified.

**G. We commit to ensure that vulnerable consumers are treated fairly and equitably, including by our staff, representatives and agents**

- i. We will ensure that we assess the needs of vulnerable consumers in our customer base and target market and implement appropriate policies to meet these needs;
- ii. We will ensure that our staff, representatives and agents are well trained to recognise, assess and respond appropriately to the needs of vulnerable customers; and
- iii. We will have in place sufficient monitoring and evaluation mechanisms to ensure that our staff, representatives and agents are responding to the needs of vulnerable customers and make necessary improvements to ensure vulnerable consumers continue to receive fair and equitable treatment.