

## 15 Enhancement measures of the Code of Banking Practice

### *A. Enhancing customer experience and protection in digital banking services*

1. Disclose product information effectively and clearly when undertaking promotions through social media
2. Issue warnings to customers on cyber fraud, bogus advertisements, etc. targeting particular customer groups
3. Provide channels for the public to authenticate digital promotional activities of banks
4. Provide more information on deposit interest rates and fees on banks' digital platforms
5. Provide information to customers in a storable digital format to facilitate retention for future reference
6. Extend retrieval period of electronic statements by customers to at least 7 years
7. Elucidate applicability of the relevant requirements of the Code to Internet and mobile banking services

### *B. Strengthening protection and transparency of general banking services*

8. Enhance transparency of credit card chargeback mechanism
9. Enhance information disclosure on local and cross-boundary transfers
10. Strengthen the procedures for handling mis-transfer of funds by customers
11. Ensure reasonable opportunity for customers to review product application and transaction information
12. Provide timely notifications to customers upon changes in promotional interest rates of deposit accounts

### *C. Embracing financial inclusion*

13. Banks to take into account the needs of customers for physical banking services when modifying their branch networks
14. Ensure customers with different needs, including the elderly and persons with physical or intellectual impairments, are provided with appropriate banking services
15. Accommodate the needs of different customers when providing services or information through electronic means