

1.0 Purpose of the Code

This voluntary code of conduct (the Code) sets out principles that apply to banks to guide them when they deliver banking products and services to Canada's seniors.

Canadians are living longer, which can bring health, mobility, or cognitive changes that may impact their ability to bank. The Code recognizes that while not all seniors will be affected by the same issues, certain issues may affect a higher proportion of seniors than individuals in other age groups.

2.0 Scope of the Code

The Code applies to banks operating under the Bank Act which are also member banks of the Canadian Bankers Association (CBA).

The Code recognizes that seniors are a diverse group, and that seniors' privacy, decisions and presumption of capacity must be respected. For purposes of the Code, a senior refers to an individual in Canada who is 60 years of age or older and who is transacting for non-business purposes.

When implementing the Code, banks will take into account applicable accessibility standards.

3.0

4.0 Seniors Champion

Banks will designate a member of management to promote seniors' interests. This member will be called the "Seniors Champion".

The Seniors Champion will have sufficient stature, knowledge, and resources to execute their duties.

The duties of the Seniors Champion may include:

- providing leadership in the implementation of the Code
- promoting and raising awareness of matters affecting seniors
- engaging with seniors, subject matter experts and organizations representing seniors

The Seniors Champion's duties can be combined with other responsibilities.

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