

# Deposit Insurance Advertising Guideline

November 10, 2021

**BCFSA** BC Financial  
Services Authority

Classification: Protected A



# Agenda

1. Approach
2. Purpose
3. Principles
4. Messaging
5. Access to Advertising Material
6. Implementation

# Approach

# Credit Union Deposit Insurance Fund Protection Symbol



# Deposit Insurance Advertising Material

## AWARENESS, INFORM AND PROMOTE

- Decal displayed at all credit union branches
- Brochure for consumers explaining coverage
- The Guideline helps you to advertise deposit insurance correctly





# Brochure

**Credit Union  
Deposit Insurance  
Corporation of BC**

**cudic**

**Your hard-earned savings protected, 100%**

**The Credit Union Deposit Insurance Corporation ("CUDIC") guarantees all deposits of British Columbia's credit unions!**

**No matter the amount you put in, your money and the interest earned are always protected.**

**You're Protected.**  
CUDIC has made deposit insurance safe and simple, so you maintain your financial peace of mind. All eligible deposits are automatically guaranteed. No limits on dollar amount. No application required.

**What is covered?**  
All money on deposit with a B.C. credit union is 100% guaranteed, including foreign currencies and accrued interest, regardless of the length of the term of maturity.

**What is NOT covered?**  
Credit union equity shares and investments such as mutual funds or RRSP equity plans.

**What happens if a B.C. credit union fails?**  
CUDIC will arrange prompt payment of all insured deposits. All you have to do is keep your contact information with your credit union up to date.

**Want to know more?**  
The deposit guarantee is backed by the Deposit Protection Fund which is administered and operated by CUDIC with BC Financial Services Authority ("BCFSA") providing oversight.

1. Credit unions with a business authorization issued by BC Financial Services Authority.

The deposit guarantee is not an obligation of, and neither CUDIC nor BCFSA are backstopped by, the provincial Government.

600-750 West Pender St.  
Vancouver, B.C. V6C 2T8  
Phone 604 680 3555  
Fax 604 680 3365  
Toll free 1 866 206 3030

[cudicbc.ca](http://cudicbc.ca)

**cudic** Credit Union  
Deposit Insurance  
Corporation of BC

# Guideline

BCFSAs BC Financial Services Authority

PUBLIC PROTECTION **INDUSTRY RESOURCES** PUBLIC RESOURCES ABOUT US LOGIN

CREDIT UNION DEPOSIT INSURANCE CORPORATION... / DEPOSIT INSURANCE ADVERTISING GUIDELINE

**Credit Union Deposit Insurance Corporation Resources**

- Advertising Requirements
- Deposit Insurance Advertising Guideline for Credit Unions Advisory
- Publications

**TITLE:** Deposit Insurance Advertising Guideline

**DATE:** October 29, 2021

**DISTRIBUTION:** CEOs and General Managers B.C. Credit Unions

## Introduction

BC Financial Services Authority (“BCFSA”) guidelines establish principles that regulated entities are expected to implement and follow. The Deposit Insurance Advertising Guideline (the “Guideline”) outlines expectations for BCFSA authorized credit unions (“credit unions”) on advertising the deposit insurance of credit union deposits guaranteed by the Credit Union Deposit Insurance Corporation of British Columbia (“CUDIC”).

# Purpose

# Deposit Insurance Advertising Guideline

## ESTABLISH PRINCIPLES AND MESSAGING

- Prevent misunderstanding and inadvertent misrepresentation of the deposit insurance



# Principles of Deposit Insurance Advertising

# Principles

## PRIMARY EMPHASIS

Place on credit union services, not deposit insurance

## COMPARATIVE OR COMBATIVE ADVERTISING

Should not compare the guarantee to with DI of another type of FI

## USE OF THE WORD GUARANTEE

Consistent use of “guarantee” outlined in the Guideline

## INSURABLE DEPOSITS ONLY

Limit to advertising deposit product that is covered

New



## PROTECTION AND GUARANTEE MESSAGING

Should not imply deposits are guaranteed by the Provincial Government

# Deposit Insurance Messaging

# Examples of Messages

## PROTECTION

At [credit union name], your deposits are 100% protected by the Credit Union Deposit Insurance Corporation of BC ("CUDIC").

## GUARANTEE

BC Financial Services Authority authorized credit union deposits are 100% guaranteed by the Credit Union Deposit Insurance Corporation of BC ("CUDIC").

## SAFETY AND FINANCIAL PEACE OF MIND

Your money is safe with us. Deposits are fully protected by the Credit Union Deposit Insurance Corporation of BC ("CUDIC").



# Examples of Messages (Cont'd)

FOR USE IN PRINT, RADIO, TELEVISION, INTERNET, SOCIAL MEDIA NETWORKS, AND TELEPHONE SYSTEMS

- Depositors are 100% protected.
- [Credit union name] where your deposits are 100% protected.
- The Credit Union Deposit Insurance Corporation of BC ("CUDIC") fully protects all deposits with BC Financial Services Authority authorized credit unions. Financial peace of mind is what we promise you at [credit union name].
- Your deposits are fully guaranteed by the Credit Union Deposit Insurance Corporation of BC. Contact us for details.



# Where to Find Advertising Material

# BCFSA Issued Advertising

## WHAT YOU NEED

### Print Material

The CUDIC brochure and decals are available from Westkey Graphics (1 800 561 9952 or [orders@westkeygraphics.com](mailto:orders@westkeygraphics.com))

### Online Material

- [www.BCFSA.ca](http://www.BCFSA.ca)
- Industry Resources/Credit Union Deposit Insurance Corporation Resources/Other Resources/Deposit Insurance Advertising Guideline
- Fund Protection Symbol in Digital Format is provided in the Advertising Guideline

**cudic** Credit Union  
Deposit Insurance  
Corporation of BC

**BCFSA**

# Deposit Insurance Information

## FOR CONSUMERS

### Print Material

- CUDIC Brochure

### Online Material

BCFSA Website/Public Resources/Credit Union  
Deposit Insurance/Your Guide to B.C. Credit Union  
Deposit Insurance



# When to Start

# Implementation

APRIL 29, 2022

- Use of updated CUDIC Fund Protection Symbol at credit union branches, stationery, and advertising
- Apply advertising guideline principles and messaging when advertising via print material, radio, television, the internet, and/or social media networks

**cudic** Credit Union  
Deposit Insurance  
Corporation of BC

BCFSA

# Questions?

**Thank  
you**