

Code of Fair Treatment

At Ajman Bank we are committed to treating all our Consumers with care and respect, with the goal of achieving transparent and fair outcomes in every interaction with them.

This “**Code of Fair Treatment**” issued by the Bank demonstrates our values, which are motivated by our belief that all Consumers are at the heart of our business, and aims to promote clarity, excellence, and fair dealing by the Bank when conducting business with Consumers as per the following principles:

- Treating our Consumers with fairness, and transparency, regardless of ethnic, social, gender, age, and religious backgrounds.
- Assisting people of determination to provide them equal access to our financial products and/or services like our other Consumers.
- The Bank makes all efforts to ensure that the offered financial products and/or services are suitable for the targeted Consumer segments, including, people of determination and vulnerable groups.
- Consumers receive clear, relevant and timely information to make informed financial decisions that fit their needs.
- The Bank have various channels available, where Consumers can log their Complaints/grievances, which are dealt with in a timely and transparent manner.

1. Product and Service Design

- Our financial products and/or services are designed, marketed, and distributed in a Shariah compliant manner to ensure adherence to all regulatory requirements.
- We embed fair dealing principles in the way we design our financial products and/or services, our marketing strategies, and our after-sales service. By consistently putting these principles into practice, we provide suitable financial services and solutions to all Consumers.

2. Transparency

- Ajman Bank is committed to communicate and provide its Consumers key information in a transparent way and ensuring our employees give quality advice and appropriate recommendations
- The Bank provides (in the form of Key Fact Statement) up to date information about the financial products and/or services to Consumers during all stages of the relationship, i.e., Prior to providing a financial product and/or service, at the point of entering the contract, and during the term of the contract.
- Information is easily accessible, clear, simple to understand, accurate, not misleading and disclose any potential risks for the Consumer.
- It contains the rights and responsibilities of each party, including terms and conditions, fees, charges, and pricing and any potential penalties that the Consumer may incur.

3. Staff Competency and Training

- The Bank ensures that that all representatives have the knowledge and skills to provide the right advice to their Consumers by undergoing ongoing training programs covering sales process, regulatory requirements, products and services, and other relevant topics.
- The staff are fully trained on the products offered before they are allowed to advise and sell the product to the Consumer.
- The Bank provides clear advice to the Consumers that suits their financial objectives and personal circumstances.
- Bank staff are strictly prohibited from mis-selling or misrepresenting the Bank or its products or services as per the Bank's policies and Code of Conduct.

4. Complaint Handling

- Ajman Bank has dedicated complaint management teams to review and respond to complaints in a timely manner.
- You have the right to report and/or dispute any non-agreed terms of the products and services provided to you through complaints channels available on Ajman Bank website, call center and branches. Our complaints handling mechanism are confidential, accessible, free of cost, efficient, and handled with utmost care to ensure reaching a fair resolution to the best interest of the Consumers.
- We conduct regular analysis and reporting of Consumer complaints, in order to take action and avoid such reoccurrences in future.
- In addition to Consumer complaints channels, Ajman Bank has established 'Whistleblowing Channels', where all external parties (Consumers, vendors or any other related party) can confidentially report any wrongdoing.

5. Consumer Education and Awareness

- Ajman Bank creates educational and awareness initiatives to help existing and prospect consumers understand the risks, fees and charges, terms and conditions related to the offered financial products and/services and to make informed decisions/choices.

6. Consumer Data Protection and Privacy

- Ajman Bank has strict guidelines on Consumer data protection and privacy, in line with the standards and regulations set by the relevant UAE authorities.
- Any personal and financial information Consumers provide to the Bank is secure and protected, and only used for the purposes agreed upon with our Consumers or as permitted by the law.
- The Bank takes appropriate measures to ensure that Consumer privacy is respected. We protect Consumer's financial and personal information through control and protection mechanisms governed by internal controls and processes.
- Staff who breach Bank's privacy guidelines will be subject to strict disciplinary action.

7. Assisting People of Determination

- At Ajman Bank, we believe that banking is for everyone and we are constantly looking for new ways to service our Consumers.
- As part of the Bank's commitment to provide assistance to people of determination, the Bank offers disability friendly premises and staff training to ensure that people of determination have equal access to our financial products and/or services like our other Consumers.
- We have also customized counters available at our selected Branches and Pay Offices to ensure that people of determination have easy access to our services on equivalent terms with other Consumers and can bank with confidence.
- New products/services are developed keeping in mind all segments of the society. An example of that would be the launch of 'Touch Card', which helps visually impaired Consumers to differentiate the credit card by touching it.

8. Treatment of Financially Distressed Consumers

- The Bank provide Consumers with qualified credit counselling services on debt/finance problems. Therefore, we encourage our Consumers to feel confident about approaching the "Credit counselling and openly discuss their financial concerns.

For more details on Credit counselling, please visit our website:

<https://www.ajmanbank.ae/site/financial-management.html>