

# Responsible Marketing Policy

2024

Data classification: Public

The **co-operative** bank

Ethical then, now and **always**

Classification: PUBLIC

## Responsible Marketing Policy

### 1 Keeping you informed

While some of our emails keep you updated on essential information to do with your account (such as changes to terms and conditions and fees and charges), opting into marketing emails means you can receive additional information about our products and services, support with managing your money, and updates on how we're putting our values and ethics into action.

### 2 Our pledge to you

We understand that no one wants an overflowing inbox. To ensure we only send information that is relevant to you, we promise to:

- Only email you with helpful information that could support your needs.
- Never email you more than once every two weeks about products.
- Never email you more than once every two months about the same product.
- Always make it clear how your personal information (email addresses/telephone numbers) are going to be used, full details can be found in our Privacy Policy.
- Never use your personal information for marketing purposes if you tell us not to.
- Only provide you with marketing information in the format you've agreed, i.e. email / post / SMS / telephone.
- Remind you every so often that you can contact us at any time to change your marketing preferences.
- Not pass your details to a third party for marketing purposes (unless you've said we can).

### 3 Review your preferences

If you would like to review and make changes to your current preferences, you can do this in a number of ways:

- Logging in to online banking or in our mobile app (you need to be registered and have an eligible type of account to register)
- In branch
- Over the phone.

### 4 Our commitments

In addition to our pledge above, we also commit to the following:

- Informing and educating our customers about all aspects of all our products including charges, fees and any potential negative consequences. Using appropriate targeting when marketing our products.
- Providing environmental or other sustainability related information (where available) that goes beyond legal requirements.
- Ensuring that third parties, with whom the data is shared, comply with General Data Protection Regulations and contractual terms are approved by our Data Protection Officer.
- Notifying data subjects in a timely manner in case of policy changes or data breach.
- We will provide regular updates to keep you safe from the latest fraud scams.
- We will never include links in emails or text messages to ask you to share personal information or login to your account.
- We will never include telephone numbers in text messages.
- We will never ask you to move your money to a safe account.