

1. PURPOSE AND APPLICATION

This Disclosure Policy (Policy) describes the requirements, prescribed formats, and acceptable practices for disclosure of CIPF membership by CIPF members firms (member firms), as required by the Investment Industry Regulatory Organization of Canada (IIROC) Dealer Member Rule 29.28, or its successor rule.

2. GENERAL PRINCIPLES

- a. Member firms must take reasonable efforts to comply with the following General Principles:
 - i. A member firm must disclose membership in CIPF to its customers.
 - ii. A member firm must not refer to CIPF membership in connection with an activity for which CIPF coverage is not available.
 - iii. Where practical, communication about CIPF coverage must be done in the same language as other communication from the member firm to the customer.
 - iv. A member firm must not make any false, misleading, or deceptive statements about the nature or scope of coverage provided by CIPF, including CIPF membership.

3. CIPF MEMBERSHIP IDENTIFIER

- a. The CIPF Membership Identifier means either the graphic or text versions prescribed in **Appendix A**.
- b. The CIPF Membership Identifier must be displayed so that it is clearly visible and legible, with:
 - i. a good contrast to the background, to ensure maximum impact and accessibility; and
 - ii. a clear surrounding area without graphic elements or text.
- c. The graphic version of the CIPF Membership Identifier:
 - i. must be produced from a digital master reference available from CIPF; and
 - ii. must not have its design altered in any way, but may be altered with respect to its overall size, providing the relative proportions and colours are maintained and the content is clearly visible and legible.
- d. The CIPF Membership Identifier is optional on written, visual and audio advertising, including social media, providing the use of the CIPF Membership Identifier does not give an impression that CIPF endorses a particular investment product.

4. WEBSITES

- a. Member firms must display the CIPF Membership Identifier and a link to the CIPF website (www.cipf.ca) on the member firm's main homepage, providing its use is in compliance with the General Principles of this Policy.

- b. Where a member firm's website is part of a combined financial institution group website or where a member firm employs dually employed representatives¹, the CIPF Membership Identifier is to be displayed only on the webpages within the website that relate to activities for which CIPF coverage is available, subject to the exception in subsection 4(b)(i).
 - i. The CIPF Membership Identifier may be displayed as part of a banner that is included across multiple or all webpages within the website, providing those webpages that relate to activities for which CIPF coverage is not available include clear and visible disclosure indicating that CIPF coverage does not apply.
- c. The CIPF Membership Identifier is permitted on a member firm's trade name's website providing that:
 - i. it is not a separate legal entity from the member firm;
 - ii. the full legal name of the member firm is also clearly visible; and
 - iii. the use of the CIPF Membership Identifier is in compliance with the General Principles of this Policy.

5. CIPF DECAL

- a. The CIPF Decal is the decal prescribed in **Appendix B** and is available to order on the CIPF website (www.cipf.ca) at the expense of the member firm.
- b. The CIPF Decal must:
 - i. be clearly visible to customers at each business location to which customers, or potential customers, have access;
 - ii. be placed on a door, window, in a plaque on a counter or other similar visible surface;
 - iii. be displayed in the same manner and adjacent to such other sign or symbol of membership or affiliation with a self-regulatory organization;
 - iv. not be placed in a manner that would cause, or be reasonably expected to cause, customers of another financial services entity to believe that they are entitled to CIPF coverage if they are not,² such as in the case of a shared premise or where premises are used by dually employed representatives³; and
 - v. be removed from vacated premises.
- c. The CIPF Decal is not required to be displayed until 30 days after the first day of operation as a member firm.

¹ Individuals dually employed by a member firm and another financial services entity, such as an entity regulated by a securities regulatory authority or by another Canadian financial services regulatory regime such as banking, mutual funds, insurance, deposit-taking, or mortgage brokerage activities.

² Compliance with this requirement will be determined by CIPF with consideration to what is reasonable given the specific circumstances of a member firm.

³ *Supra* note 1.

6. CIPF EXPLANATORY STATEMENT

- a. The CIPF Explanatory Statement must be 6(a)(i) or 6(a)(ii), each of which have two variations (in square brackets) for text in the second sentence:
 - i. Customers' accounts are protected by the Canadian Investor Protection Fund within specified limits. A brochure describing the nature and limits of coverage is available [[upon request] or [upon request or at www.cipf.ca]].
 - ii. Customers' accounts at IIROC Dealer Members are protected by the Canadian Investor Protection Fund within specified limits. A brochure describing the nature and limits of coverage is available [[upon request] or [upon request or at www.cipf.ca]].

7. CIPF OFFICIAL BROCHURE

- a. The CIPF Official Brochure means any publication authorized and prescribed by CIPF in **Appendix C**.
- b. The CIPF Official Brochure must:
 - i. be provided in its most current electronic or hard copy form to all new customers at the time of account opening and to all other customers upon request;
 - ii. be ordered from CIPF's designated printer⁴ from the CIPF website (www.cipf.ca);
 - iii. be imprinted with the legal name of the IIROC-regulated firm; and
 - iv. not be altered in any way, unless approved by CIPF in advance.
- c. Member firms may provide customers with an electronic or hard copy of the CIPF Official Brochure as part of a customer application package if:
 - i. the member firm does not change any aspect of the CIPF Official Brochure;
 - ii. the pages of the CIPF Official Brochure are not presented on the same page as other content in the customer application package; and
 - iii. the CIPF Official Brochure is imprinted, stamped or printed with the legal name of the IIROC-regulated firm.

8. REQUIREMENTS FOR CONFIRMATIONS AND ACCOUNT STATEMENTS

- a. Each member firm must include the following, in legible print, on all confirmations and account statements made available to customers:
 - i. the CIPF Membership Identifier on the front page, and
 - ii. the CIPF Explanatory Statement.
- b. Where a member firm has entered into a service arrangement with a portfolio manager (PM) to provide custodial services to the PM and its customers, the following additional requirements apply to account statements:

⁴ CIPF's designated printer is Avant Imaging & Integrated Media Inc. (AIMM). Contact information is available on the CIPF website at www.cipf.ca.

- i. The following disclosure must be placed prominently on the front page of the account statement:

This statement is being issued to you by [Dealer Member name]. [Dealer Member name] has agreed to act as the custodian for the assets disclosed on this statement. The assets that may be eligible for CIPF coverage, within specified limits, are limited to those disclosed in this account statement.

- ii. Where the member firm also includes the PM's contact information on the account statement:

- (1) The PM's contact information must appear on the statement as follows:

Portfolio Manager contact information:

- [Individual representative name and contact details]
- [Firm name and contact details]

- (2) The member firm must not place the PM's contact information near the IIROC logo or CIPF Membership Identifier (i.e. directly above, below or beside it), or in a manner that suggests or implies that CIPF coverage applies to losses arising from the insolvency of a PM.

9. DISCLOSURE ABOUT CIPF BY MEMBER FIRM OR RELATED PARTY

- a. Any disclosure about CIPF created by a member firm for broad distribution,⁵ other than what is permitted under this Policy, must be approved by CIPF in advance.
- b. A member firm is not permitted to make any reference to a third party about its CIPF risk classification.
- c. A member firm must notify CIPF if it discovers that any non-member firm⁶ with which it has a relationship with is making any false, misleading, or deceptive statements about the nature or scope of coverage provided by CIPF, including CIPF membership.
- d. Subsections 9(a) to (c) include disclosures about CIPF at physical premises, electronic business sites, including social media, and advertisements.

10. SUSPENSION OR TERMINATION OF MEMBERSHIP

- a. Upon suspension or termination of IIROC membership, each member firm must immediately cease using the CIPF Explanatory Statement, the CIPF Official Brochure, the CIPF Membership Identifier and the CIPF Decal, and cease identifying itself as a member of CIPF.

⁵ For clarity, disclosures on a website and social media are considered created by a member firm for broad distribution.

⁶ A non-member firm includes a financial services entity regulated by a securities regulatory authority or by another Canadian financial services regulatory regime such as banking, mutual funds, insurance, deposit-taking, or mortgage brokerage activities.

11. IMPLEMENTATION

- a. An implementation date will be set for any change to the CIPF Membership Identifier, the CIPF Decal, the CIPF Explanatory Statement, or the CIPF Official Brochure after considering the nature of the change and cost of implementation by member firms.

12. EXEMPTIONS

- a. Requests for exemption from any requirements of this Policy or its prescribed formats can be made by filling out the form available on the CIPF website at www.cipf.ca and submitting it to info@cipf.ca.

PRESCRIBED FORMATS OF THE CIPF MEMBERSHIP IDENTIFIER

1. The following are the designated forms of the CIPF Membership Identifier:

a. Graphic versions (available in .eps, .jpeg, and .gif formats):

i.



ii.



iii.



iv.



v.



b. Text versions:

- i. Member – Canadian Investor Protection Fund
- ii. Membre – Fonds canadien de protection des épargnants
- iii. Member of the Canadian Investor Protection Fund
- iv. Membre du Fonds canadien de protection des épargnants
- v. <<Insert Your Dealer Member Name Registered with IIROC>> is a Member of the Canadian Investor Protection Fund
- vi. << Insérez la dénomination de votre courtier membre telle qu'elle apparaît dans les registres de l'OCRCVM >> est membre du Fonds canadien de

- protection des épargnants
- vii. Member–Canadian Investor Protection Fund / Membre–Fonds canadien de protection des épargnants
 - viii. Membre–Fonds canadien de protection des épargnants / Member–Canadian Investor Protection Fund
 - ix. Member of the Canadian Investor Protection Fund / Membre Fonds canadien de protection des épargnants
 - x. Membre du Fonds canadien de protection des épargnants / Member of the Canadian Investor Protection Fund
 - xi. <<Insert Your Dealer Member Name Registered with IIROC>> is a Member of the Canadian Investor Protection Fund / Fonds canadien de protection des épargnants
 - xii. << Insérez la dénomination de votre courtier membre telle qu’elle apparaît dans les registres de l’OCRCVM >> est membre du Fonds canadien de protection des épargnants / Member of the Canadian Investor Protection Fund
2. The graphic versions of the CIPF Membership Identifier must only appear in the following three colour variants:

a. Black



b. Reverse white (white on a coloured background, which may be either black or a colour consistent with the colour scheme used in the member firm’s document)

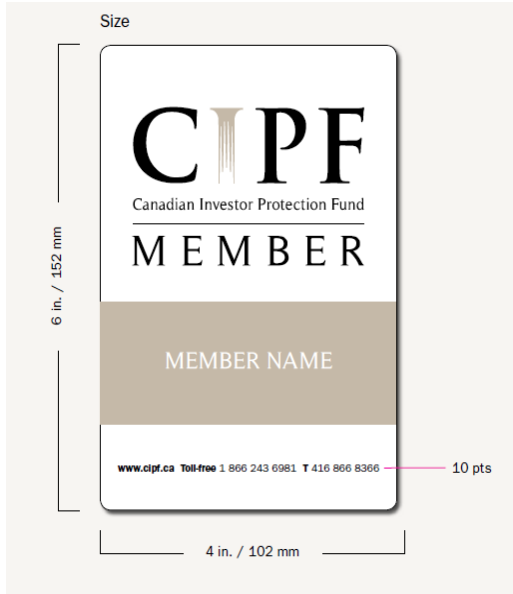


c. Black and taupe (PMS 7530)



PRESCRIBED FORMATS OF THE CIPF DECAL

1. The CIPF Decal contains the CIPF Membership Identifier and an area for imprinting the member firm's legal entity name.
2. The CIPF Decal is 4 inches or 102 millimetres wide by 6 inches or 152 millimetres high.



PRESCRIBED FORMATS OF THE CIPF OFFICIAL BROCHURE

1. The following are the designated forms of the CIPF Official Brochure:
 - a. Electronic version – A member firm must purchase a PDF version imprinted with the legal name of the IIROC-regulated firm from CIPF’s designated printer⁷. A member firm must not change any aspect of the imprinted PDF version received from CIPF’s designated printer.
 - b. Hard copy version – A member firm has the option of printing a PDF version of the purchased electronic brochure or purchasing either blank or imprinted hard copies from CIPF’s designated printer.
 - i. A member firm must not change any aspect of the printed hard copy of the PDF version.
 - ii. Blank hard copies must be stamped or printed by the member firm with the legal name of the IIROC-regulated firm, in the white space on the back of the CIPF Official Brochure.
 - iii. Imprinted hard copies must include the legal name of the IIROC-regulated firm and may include the member firm’s logo and/or address.

⁷ *Supra* note 4.