

# CIPF Disclosure Policy

## September 22, 2009

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### 1. Official CIPF Symbol

The CIPF official symbol shall be in one of the following forms. The colour of the pillar logo shall be Pantone 3305 or black and the colour used in the new Member identifier shall be Pantone 7530 or black:

i) Member CIPF

ii)



OR



iii) Member-Canadian Investor Protection Fund

iv) Membre FCPE

v)



OR



vi) Membre-Fonds canadien de protection des épargnants

vii)



Note: the pillar logo is an optional addition to (i), (iii), (iv), and (vi).

## 2. Official CIPF Explanatory Statement

The CIPF official explanatory statement is as follows:

“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.”

## 3. Official CIPF Brochure

Each Member shall make available to its customers on request the current version of the CIPF official brochure, in either English or French, as requested.

## 4. Use of the Official CIPF Symbol and Explanatory Statement

a.) The official CIPF symbol in printed or visual materials or media shall be in a manner and size such that the visual impact of the official symbol shall not be greater than that of the Member's name, logo or identifying symbol where used in the same materials or medium or in the same location within the Member's premises. If the Member identifies other associations or memberships in its materials, the official CIPF symbol shall be of the same print size and visual impact.

b.) Disclosure to customers of the official CIPF symbol and Explanatory Statement:

i) **Display at premises** – The CIPF Official Symbol must be clearly visible to customers at each business location to which customers have access and must be displayed by use of the decal prescribed and made available by CIPF at the expense of the Member.

(1) The prescribed decal:

(a) Shall contain the exact name of the Member or affiliates or related companies, which are also Members of CIPF.

(b) May be attached to doors, windows, plaques on counters or other similar visible surfaces.

(2) Premises at which the decal is to be displayed shall include premises of the Member (including branch, sub-branch and operations locations) if customers or potential customers have access to them and such access is utilized in the normal course of business.

(3) If in any location the Member also displays a sign or symbol of membership or affiliation with any SRO, the CIPF decal will be displayed in the same manner and immediately adjacent to such other sign or symbol.

(4) Members should ensure that the use and placement of a decal shall not cause, or be reasonably expected to cause, customers of another financial intermediary or institution to believe that they are entitled to CIPF protection if they are not.

ii) **Confirmations and account statements** – Each Member shall include on all confirmations and account statements made available to customers:

(1) The CIPF official symbol on the front.

(2) The CIPF official explanatory statement, in either English or French, in legible print on either the front or the back (at the Member's option).

- iii) **Advertising** – The CIPF Official Symbol must be included on written, visual and audio advertising, except in the following circumstances, where use is optional:
- (1) An exemption has been obtained from the President or Vice-President of CIPF.
  - (2) Signs or plates in the office or attached to the building or buildings in which the Member's offices are located.
  - (3) Listings in directories.
  - (4) Classified or display advertisements relating to the recruitment of personnel.
  - (5) Printed advertisements less than 10 square inches in space.
  - (6) Advertisements by radio or telephone less than 30 seconds in time.
  - (7) Advertisements by television less than 15 seconds in time.
  - (8) Advertisements relating to underwriting offerings, investment banking activities, mergers and acquisitions, and personnel announcements. Use of the symbol or explanatory statement is prohibited for underwriting and other activities, which may involve more than one firm unless the customers of all participants named or identified in the advertising are entitled to CIPF protection.
  - (9) Internal news wires.
  - (10) Press releases.
  - (11) Supplies such as stationery, envelopes and cheques. Use of the symbol or statement is prohibited for such supplies, which identify the Member and a corporate group or others who are not Members of an SRO.
  - (12) Promotional items such as calendars, matchbooks, pens, paperweights, etc.
  - (13) Telephone market reports.
  - (14) Research reports.
  - (15) Annual reports and statements of financial condition (which may be consolidated with subsidiaries). Use of the symbol or statement is prohibited for consolidated reports and statements of the Member and its parent or affiliates (other than subsidiaries).
  - (16) Market letters and similar communications.
  - (17) Promotion or trade-show booths or displays. Use of the symbol or statement is prohibited for booths or displays which may involve more than one firm unless customers of all participants named or identified in the booths or displays are entitled to CIPF protection.

**5. Prohibited Use of the Official CIPF Symbol, Brochure and Explanatory Statement**

- a.) No Member shall display any symbol relating to CIPF other than the official symbol or include any symbol, statement or explanation relating to CIPF or the Member's membership in CIPF in any advertising, promotional or other materials other than the CIPF official symbol or CIPF official explanatory statements.
- b.) Use of the official CIPF symbol, brochure and explanatory statement is prohibited in respect of premises or advertising whose business or subject relates solely to activities in respect of which CIPF protection is not available. Such businesses and advertising may include (but are not limited to):
  - i) Direct investments in real estate.
  - ii) Insurance products, other than segregated funds which are held in nominee name in the customer account at the Member.

- iii) Services that are exclusively advisory in character and in respect of which the Member does not maintain accounts for customers for which CIPF coverage is available.
6. Upon suspension or termination of IIROC membership, each Member shall immediately cease using the CIPF explanatory statement, brochure, membership symbol and decal and shall cease identifying itself as a Member of CIPF.
  7. An implementation date will be set for any change to the Official CIPF Symbol, the Explanatory Statement, or Brochure after considering the nature of the change and the Member's cost of implementation.