

Principles and Rules for Protecting Customers of Amlak Operational Finance Company Customer Care
Management

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Section One:

Introduction

Amlak International for Financing is dedicated to upholding customers' interests with equity, integrity, and transparency. In this regard, Amlak International commits to keep customers informed and conscious of ongoing market developments and challenges, taking into account potential effects on their overall financial well-being. Amlak International raises the bar when interacting with customers by enhancing their customer service standards and enriching their financial experience.

Amlak International for Financing handles with utmost care its products and services offering, in compliance with the current regulatory instructions that follow the best operational practices for product development, service delivery, sales and post-sales services. In contrast to solely pursuing profits, the sales process discloses all product and service features, potential hazards and advises customers on how to properly resolve complaints and disputes in a transparent, fair and thorough manner.

The ultimate purpose of implementing a customer protection policy is to achieve favorable outcomes for the company and its customers. In order to monitor all direct transactions between Amlak international and our customers, a policy has been established. Abiding to this rulebook will earn customers' trust, strengthen their connections and increase their satisfaction levels.

This policy, designed to complement the relationship management policy and maintain privacy, ensures all customer interests are professionally, fairly, and impartially protected.

1. Objectives:

The policy includes the below objectives:

- Guaranteeing all our employees adhere to the customer protection principles.
- Applying these principles to protect the interests of the customers.
- Increasing customer satisfaction by fostering a mutual trust between parties dealt with fairness, transparency, honesty and accountability.
- Improving the company's reputation and quality of service via our easy, cost-effective and high-standards products and services.
- Limiting customer complaints via a designated, independent and specialized management team.
- Raising awareness and knowledge among both customers and employees.

2. Responsibilities:

All employees, whether directly or indirectly involved, are held accountable for implementing customer protection principles by cherishing integrity, transparency, fairness, and clarity when developing and providing the services and products.

Amlak International's board of directors is in charge of safeguarding customers' rights, while the top management, represented by the CEO, is accountable for their protection. All departments and employees are liable for complying with the laws and regulations that define and safekeep these rights.

Amlak International's team should constantly remind customers of their rights and duties and alert them of the products and services' potential hazards. It is our duty to continuously educate our staff members.

3. Definitions:

Unless the context requires differently, each of the words and expressions listed in the mentioned terms has a definite meaning.

DEFINITIONS	TERMS & PHRASES
Kingdom	The Kingdom of Saudi Arabia.
Central Bank	The Saudi Arabian Monetary Authority (SAMA).
Financial Institution	entity that is under the supervision and direction of the Central Bank, in compliance with the applicable regulations.
Bank	natural or legal person who primarily practices any banking activities licensed by the Central Bank.
Company	joint-stock company licensed to engage in finance activities compliant to the finance companies control system.
Insurance Company	joint-stock company practicing insurance or reinsurance, or both, compliant to the insurance companies control system.
Payment Company	company providing payment services, licensed by the Central Bank in accordance with its system and services.
Money Transfer Executors	financial institution transferring money according to its license by the Central Bank.
Credit Card & Monthly Debit Issuers	financial institution licensed by the Kingdom to issue credit and monthly debit cards.
Credit Card Companies	Companies licensed to gather credit information about consumers, and to provide such data to members when requested, following the credit information system.
Credit Report	A report with customer's credit data, issued by credit information companies.
Conflict of Interest	situation where the objectivity and independence of a financial institution or any employees are influenced when executing their tasks, in pursuit of their personal interests, compromising justice, fairness, integrity, and responsibility towards customers.
Customer	Any natural person for whom services and products is intended or who purchases them from authorized financial institutions.
Complaint	verbal or written statement of dissatisfaction regarding the quality of the service received regardless of its legitimacy.
Complaint Handling	process by which a financial institution fairly and effectively responds to a customer's complaint, leading to a final resolution within the specified time frame.
Inquiry	customer's request regarding the products and services offered by financial institutions.

Section Two:

Customer Protection Principles:

The policy of customer protection aims to secure good relationships between the company and their customers by outlining, regulating, and implementing ethical business practices and behaviors when interacting with current or potential customers.

The customer protection principles are designed to assist in providing financial security for customers. The principles are binding and must be adhered when supported and enhanced by specific regulations and legislation. These are what they are:

Principle One: Fair and Equitable Treatment

The company must deal fairly, honestly, and impartially at all stages of the customer-company relationship. It is an integral part of the company's culture to exercise special care and attention to customers with limited income and education, seniors, and individuals with disabilities.

Principle Two: Disclosure and Transparency

The company should guarantee that the offered services and products are understandable and clear. The information must be up to date, clear, brief, concise, and non-deceptive. Its terms and primary characteristics ought to be accessible as well. The rights and obligations of each party must also be clarified, and detailed information on the costs and commissions charged by the business must also be included. The taxes, exceptions, penalties, types of risks, main advantages, termination procedure, and its implications, as well as information about alternative products and services the company provides.

Principle Three: Instruction and Awareness

The company must develop suitable programs and mechanisms in order to enhance customers' knowledge and abilities. By fostering awareness and providing guidance for them to understand the key risks and make informed and effective decisions when seeking the clarifications they need.

Principle Four: Ethical Business Conduct

The company must operate in a highly professional manner that reflects customers' interests and strengthens relationships with them. The company is primarily held accountable for protecting the interests of its customers. Additionally, it should ensure that all areas within the Kingdom have the human resources and customer service required to implement all of the above. The corporation should also offer customer care centers with trustworthy means of communication.

Principle Five: Protection against Fraud and Misuse

To prevent fraudulent operations and improper use, the company should safeguard its customers' assets by implementing technical measures of the highest standards and efficiency. Once detected, such issues should be promptly resolved in line with the relevant regulations and guidelines.

Principle Six: Protection of Information and Data Privacy

The company pledges to put in place the appropriate procedures, instructions, and ongoing policies regarding the protection of customers' information linked to their financial, credit, insurance, and

personal statements. Incorporating all rights mentioned in the personal data protection system aims to maintain their privacy while establishing high-level monitoring systems with mechanisms suitable to the purpose of data collection.

Principle Seven: Complaints Handling

The company must offer a suitable, clear, and effective procedure for customers' complaints. Complaints should be addressed with proper, fair, and efficient measures and course of actions. Appropriate and prompt solutions should be offered according to the applicable regulations and guidelines.

Principle Eight: Market Competition

The company should enable customers to easily seek and clearly compare top services, products, and providers. It is the company's promise to promote innovation through products and services of high-quality with prices that meet the needs and desires of customers.

Principle Nine: Outsourcing/Support Services

When outsourcing any service related to customer interactions, the company must guarantee the adherence of the third party to set principles and rules, when applicable. Based on the current instructions issued by the Central Bank, the third-party acts in the best interests and for the safety of the consumers, while the company is held responsible in case the directives of their assigned activities are not followed.

Principle Ten: Conflict of Interest

The company must have a clear policy to help recognizing potential conflicts of interests and ensure its execution. When a potential conflict of interest arises between the company and any other party, it should be disclosed to the apt authority.

SECTION 3:**General Conduct Rules:**

Rule Number (1): The company must ensure and encourage customers to read the contracts, their appendices, the initial disclosure form, terms and conditions, documents, and any other document requiring customer signature. The latest terms and conditions should be available on all digital channels.

Rule Number (2): The company must clearly and thoroughly provide information and/or documents to the customers, and prevent any misleading, deceit and fraud.

Rule Number (3): When requesting a product or service, the company must list all terms and conditions in the application. It should contain clauses that minimize risks related to using the agreed-upon products/services.

All terms and conditions should be written in Arabic and in a simple, clear and undeceiving manner. An English version is available upon request.

Rule Number (4): Any changes to the terms and conditions (eligible for change) must be communicated to the customer via a SMS sent to their registered mobile phone number, as well as to other authenticated channels, prior to the effective date with a notice period of no less than 30 days without violating Rule Number (8) of this section.

The customer must be given the opportunity to object if he disagrees with the notice delivered through the authenticated channels.

Rule Number (5): When finalizing the contract or agreement, the company must provide the customer with an initial disclosure form containing information about the products and services, details of fee calculation, charges and the cost of credit if applicable. The customer should acknowledge reading, understanding, and agreeing to its contents. The disclosure form must be written in a clear and simple tone and presented in a straight forward manner.

Rule Number (6): The company must standardize the font size to a minimum of 14 and confirm its clarity. And legibility in contracts and their annexes, including the initial disclosure forms, terms and conditions, documents, exceptions, and any other document that requires the customer's signature (electronic or handwritten) on any document.

The company's duties include safeguarding the documents and customer signatures.

Rule Number (7): The company should provide customers with a soft or hard copy (as they prefer) of all documents related to products and services once acquired and obtain acknowledgment from the customers upon their receipt when provided in hard copy.

This includes, but is not limited to, the contract and its appendices, insurance documents, terms and conditions, and the fee and commission schedule.

Rule Number (8): The company cannot make any changes in increasing the fees and commissions paid by the customers after using the service and signing the agreement, contract or similar document. Fees and commissions associated with a third party are not included if they are tied to the benefit of the funded principal. Customer must be notified upon completion of contract.

Rule Number (9): The company must provide a clear and structured list of fees and commissions (including other parties' fees) in its headquarters, branches and on the website.

Rule Number (10): The company must adhere to these guidelines when customers ask for a service or a product:

- a. Send a text message to the customer immediately after receiving the request, informing them of the application details, the reference's number, the expected execution date, and the contact number for inquiries.
- b. Notify the customer once the request has been accepted or rejected via a text message, within a maximum of 3 working days. In case of rejection, the reason of denial and procedure to appeal will be included in the notification.
- c. The insurance claims are an exception to (b) as they are communicated using a written notice, within the timeframe defined by the applicable settlement periods. The notice should comprise:
 - For a completed or partially accepted claim: the settlement amount, clarifying the access to the settlement amount, and justifying the reason for decreasing the settlement amount, or partial acceptance.
 - For a rejected claim: the reason of rejection, the documents supporting the rejection upon request.

Rule Number (11): The company is held accountable for the protection of customer information, documents and maintain its confidentiality. Whether the information is stored internally or via a third party, the company must abide to:

- a. Providing a secure and confidential environment across all channels to safeguard customer's data when carrying out operations, and establishing appropriate work procedures and effective control systems to maintain the data safety to avoid and stop any breach from occurring.
- b. Requiring all permanent or temporary employees, as well as third-party personnel, to sign a confidentiality agreement related to customer data. This agreement ensures that they do not disclose any personal information to customers and restricts access to authorized individuals only, both current and former employees.
- c. Upholding the privacy of customer information in compliance with applicable rules and regulations.

Rule (11i): The company must ensure the availability and security of all electronic channels. When direct losses due to the channel's breach or insecurity occur, the customer should be compensated without any delay. The company should also:

- a. Apply several identity verification standards when using digital services, while taking the appropriate precautions to prevent any electronic fraud activities.
- b. Specifying the reason for sending text messages that include verification codes to customers, such as account registration, password reset, account login, and financial transactions.

Rule Number (13): The company must verify that its operational systems and services are always available to suit the needs of customers. Any disruption that might occur as a result of a mistake or technical issue needs to be compensated immediately. If a customer experiences a similar issue within

five working days, they should be notified, receive fast corrective actions via one of the authenticated, and mention it on the other accessible channels.

Rule Number (14): The company must ensure that all employees perform their duties efficiently and effectively, and uphold high standards of professionalism and ethics toward existing and potential customers.

Furthermore, educating front-line employees who frequently and directly interact with customers will ensure they acquire the professional qualifications linked to the company's products and services. The upper management receives semi-annual reports on staff performance for tracking.

Rule Number (15): The company must conduct routine and confidential assessments of the performance of front-line employees at all branches, call centers, and collection agencies, including third-party staff, while adhering to applicable guidelines. The best practices for dealing with customers should be implemented based on the Central Bank's regulations directing the company's services and products. The upper management receives semi-annual reports on staff performance for tracking.

Rule Number (16): The company must regularly instruct customers regarding products and services, associated risks, methods for handling debt and default situations, fraud prevention, unauthorized financial and investment entities, savings, awareness, and financial planning via all available channels

Rule Number (17): The company must offer a variety of channels for customers to express enquiries, complaints, and requests in a timely and appropriate manner that follows the essence of the company. The channels should at least consist of toll-free phone numbers, branches, website, smartphone applications, and email.

Rule Number (18): The company must have a clear procedure for handling complaints at all of its locations, including branches, website, and smartphone applications.

Rule Number (19): The procedure for handling complaint and inquiries should include:

- a. Procedures for submitting complaints and/or inquiries.
- b. Notifying the customer via a confirmation message sent to their registered mobile phone number, documenting the receipt of the complaint/inquiry, and giving the customer a referencenumber.
- c. Guiding the customer to the appropriate department that deals with complaints and/or inquiries in order to facilitate the communication.
- d. Documenting the channel used to communicate with the customer and archive the records for a minimum of five years.
- e. Responding to direct complaints and/or queries that the business receives in compliance with the Central bank's directives.
- f. Provide the customer access to the relevant department for processing complaints and/or inquiries in a thorough, exemplary and understandable manner. This department will also provide the customer with the appropriate records to prove that the issue has been resolved correctly via one of the authenticated channels.

- g. If a customer is unsatisfied with how their complaints were addressed and wants to take it further, they should be given information on how to do so within the company, or if they prefer, be sent to the relevant authority.

Rule Number (20): The company should improve its performance indicators to track the direct handling of complaints, and measure customer satisfaction and the effectiveness of resolution. Such report ought to be provided to the financial institution's executive committee every quarter.

Rule Number (21): Upon the customer's request, the company must send copies of the following documents within five working days:

- Copy of the service or product's original forms.
- Copy of the product or service's updated terms and conditions.
- Copy of the customers contracts, warranties and guarantees included.
- Copy of the insurance policy, if provided within the transaction.

Rule Number (22): The company must offer a toll-free phone number that customers can call from within the Kingdom on both landlines and mobile phones in order to get in touch with them. A phone number for overseas calls should also be provided (for banks and insurances firms) so that complaints and queries can be submitted. Along with other means of communication, the company's website homepage should prominently show the toll-free phone number.

Rule Number (23): The company must consider humanitarian conditions and social duties when interacting with customers facing financial difficulties. Before taking regulatory action against them, suitable solutions should be explored.

Rule Number (24): The company and all of its personal shall not engage in any unfair or unlawful discrimination, whether against current or potential customers, on the basis of race, gender, religion, color, age, disability, socioeconomic status, or any other manner.

Rule Number (25): The company must clearly and prominently display its policies and guidelines for the protection of financial institutions' customers on its website.

Rule Number (26): The company must highlight the branch's working hours as well as the phone services' available times at the main entrance and on its website

