

Notification of the DBS Code of Practice on Telemarketing Activities

At DBS, customer service is an ongoing priority. It has been brought to our attention that unauthorised telemarketers were found claiming to be DBS representatives in promoting loan products to customers. To protect your privacy, if in doubt, do not disclose your personal information, and you may call us at 2290 8345 for assistance.

We would like to stress that our Bank is committed to the adoption of the Code of Practice (CoP) on Person-to-Person Marketing Calls issued by the Hong Kong Association of Banks. Please note the following points in the spirit of the Code:

- We only promote banking products through authorised telemarketers. When we contact customers, such telemarketers will state that they have been commissioned to **make the call, as well as the purpose of the call**, and the **caller ID** will be displayed
- We only **contact customers from Mondays to Saturdays, between 9am and 10pm**, unless requested otherwise by the customer
- We will always provide the **employee's name, staff ID number and contact number** upon request by the customer

At DBS, we are committed to providing quality and reliable marketing services to better serve our customers. For any enquiries, please contact us at 2290 8345.

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