# Financial Consumer Protection

**National Target, Strategic Objectives and Activities for Financial Inclusion for the years 2018-2020**
**National Targets:**
**1. Increase the level of financial inclusion from 33.1% in 2017 in terms of account ownership in financial institutions by the adults to 41.5% by 2020**
**2. Reduce the gender gap from 53% to 35%**

| Sub-Goals | Targets | Strategic Measures / Activities | Time Frame (Quarterly) | | Responsibility | |
|---|---|---|---|---|---|---|
| | | | Start | End | Responsible bodies | Counterbodies |
| **Implement legal and regulatory framework for financial consumer protection based on the principles of fairly treatment, transparency, responsible finance, protecting customer data, and find appropriate mechanisms to handle customer complaints** | **Set up a holistic and comprehensive framework for the protection of financial consumers by the end of 2020** | **Review the instructions on dealing with Customers fairly and transparently and modify the name to become " Financial Consumer Protection for banking consumer instructions "** | | | | |
| | | Prepare draft instruction to cover all principles of financial consumer protection | Second Quarter 2018 | Fourth quarter 2018 | Central Bank of Jordan | Association of Banks |
| | | Consult the opinion of the concerned departments in the Central Bank in conjunction with the consultation of the opinion of banks through the Association of Banks. | First quarter 2019 | First quarter 2019 | Central Bank of Jordan | Association of Banks |
| | | Issuing Financial Consumer Protection for banking consumer instructions | Second quarter 2019 | Second quarter2019 | Central Bank of Jordan | |
| | | Issuing the instruction of the internal procedures to deal with the complaints of clients in banks and financial services providers, which refer to the minimum requirements to be followed by banks and non-banking financial companies that subject to the supervision of the Central Bank in dealing with complaints of clients | **End of 2017** | First quarter 2018 | **Central Bank of Jordan** | **Association of Banks, Jordanian Exchange Association, Association for Development and Microfinance, Payment service companies** |
| | | **Review and implement instructions for banking services provided by banks to clients with disabilities** | | | | |
| | | Coordinate with Higher Council for the Rights of persons with Disabilities to provide the Central Bank with the necessary information and data to issue instruction to banks (such as classification of disabilities, number geographical distribution and concentration) to enable customers with disabilities to access banking services and products easily | First quarter 2018 | Second quarter 2018 | Central Bank of Jordan | Association of Banks, Higher Council for the Rights of persons with Disabilities |
| | | Activate communication channels with Higher Council for the Rights of persons with Disabilities in order to identify aspects related to this category (such as the document or medical report approved) and continuously to keep up to date | First quarter 2018 | Second quarter 2018 | Central Bank of Jordan | Association of Banks, Higher Council for the Rights of persons with Disabilities |
| | | Issuing a draft of the instructions to deal with clients with disabilities by the Central Bank (Including facilitation procedures to enable these groups to access banking services and products) | Second quarter 2018 | Third quarter 2018 | Central Bank of Jordan | Association of Banks, Higher Council for the Rights of persons with Disabilities |
| | | Consult the opinion of the concerned departments in the Central Bank in conjunction with the consultation of the opinion of banks through the Association of Banks | Second quarter 2018 | Third quarter 2018 | Central Bank of Jordan | Association of Banks, Higher Council for the Rights of persons with Disabilities |
| | | Issuing Financial Consumer Protection for banking services provided by banks to clients with disabilities Instruction | Fourth quarter 2018 | First quarter 2019 | Central Bank of Jordan | |
| | | **Creating supervisory group within the consumer protection department to be responsible about on-site and off-site activities on non-banking financial institutions** | | | | |
| | | Add the division within the organizational structure (preparation of functional description, practical instructions) after taking the necessary administrative approvals | Third quarter 2018 | Fourth quarter 2018 | Central Bank of Jordan | |
| | | Provide the division at least two staff and train them | First quarter 2019 | Fourth quarter 2020 | Central Bank of Jordan | |
| **Strengthen the financial consumer protection framework, for financial institutions regulated by the CBJ, based on the principles of fair treatment, transparency, responsible finance, protecting customer data, and find appropriate mechanisms to handle customer complaints** | **Enhance information and communication on financial consumer protection with relevant stakeholders by end of 2018** | **Developing and implementing a communication strategy including relevant coordinators (banks and NBFIs) and target groups (clients) , channels and tools** | | | | |
| | | Preparing the communication strategy between the Central Bank and its concerned partners and related parties (banks and non-banking financial institutions) | Second Quarter 2018 | Fourth quarter 2018 | Central Bank of Jordan | Association of Banks, Jordanian Exchange Association, Higher Council for the Rights of persons with Disabilities , Association for Development and Microfinance Payment service companies, Ministry of Education |
| | | Preparing the communication strategy between the Central Bank and the clients | Second Quarter 2018 | Fourth quarter 2018 | Central Bank of Jordan | |
| | | Identify channels of communication between the Central Bank and all the target groups | Fourth quarter 2018 | Fourth quarter 2018 | Central Bank of Jordan | |
| | **Enhance transparency and responsible finance by banks and MFIs by end of 2020** | **Fully disclosing on the websites of banks and financial institutions and the means of communication and specified in the instructions in force; the mechanisms of handling the complaint and details and prices of financial products and services provided by banks, financial institutions and MFIs** | | | | |
| | | Requesting banks and financial institutions to disclose the mechanism of dealing with complaints and means of filing complaints through the various means that have been set by the instructions of Internal Procedures for Handling Consumers' Complaints of Financial and Banking Services Providers (website, brochures, etc.) | First quarter 2018 | Fourth quarter 2018 | Central Bank of Jordan | Association of Banks, Jordanian Exchange Association, Associations for Development and Microfinance, Payment service companies |
| | | Requesting banks and financial institutions to disclose the prices of services and products through their electronic sites and any related means and by the minimum means listed in the instructions in force (such as contracts and manuals related to the product ...), as well as the inclusion of the necessary information in contracts (Rates, periods, guarantees, payment methods, ...), according to the instructions in force | First quarter 2018 | Fourth quarter 2018 | Central Bank of Jordan | Association of Banks, Jordanian Exchange Association, Associations for Development and Microfinance, Payment service companies |
| | | **Revisiting the effectiveness and appropriateness of reference rates used in bank lending with floating interest rates** | | | | |
| | | Preparation of a study on international best practices for reference prices used for pricing | End of 2017 | First quarter 2018 | Central Bank of Jordan | Association of Banks |
| | | Amend the instruction to deal with the customers of banks with fairness and transparency in relation to the reference price used by circulating to all banks | First quarter 2018 | Third quarter 2018 | Central Bank of Jordan | Association of Banks |
| | **Assure compliance with financial consumer protection provisions for fair treatment transparency, responsible finance, customer data protection, and appropriate mechanisms to handle customer complaints by the end of 2020** | **Conducting off-site supervision of financial institutions (banks and NBFIs) regulated by CBJ including for analysis of quarterly reports by providers about complaints and redress** | | | | |
| | | Build a database of required reports from service providers for analysis and recommendations | First quarter 2018 | End of 2020 continues | Central Bank of Jordan | |
| | | Studying contracts for services and products provided by banks and financial institutions to ensure their compatibility with the instructions and the absence of material that is unfair to customers. | First quarter 2018 | End of 2020 continues | Central Bank of Jordan | |
| | | Studying electronic links to banks and financial institutions to ensure that banks are obliged to disclose the required information according to the instructions in force | First quarter 2018 | End of 2020 continues | Central Bank of Jordan | |
| | | Studying advertisements related to financial and banking products and services to ensure their compatibility with the instructions in force | First quarter 2018 | End of 2020 continues | Central Bank of Jordan | |
| | | **Conducting on-site supervision of financial institutions (Banks and NBFIs) regulated by CBJ** | | | | |
| | | Prepare a plan for inspection on banks and financial institution subject to the supervision of the Central Bank in relation to issues of financial consumer protection | Second quarter 2018 | End of 2020 continues | Central Bank of Jordan | |
| | | Forming the inspection teams according to the plan | Second quarter 2018 | End of 2020 continues | Central Bank of Jordan | |
| | | Preparing a manual for on-site supervision in accordance with the principles of financial consumer protection, so that the manual is modified and developed according to the requirements of work and best practices | First quarter 2018 | End of 2018 | Central Bank of Jordan | |
| **Enhance the financial consumer protection framework, for financial institutions regulated by the CBJ, based on the principles of fair treatment, transparency, responsible finance, protecting customer data, and find appropriate mechanisms to handle customer complaints** | **Enhance consumer redress through common complaint handling mechanisms and systematic dispute resolution by end-2020** | **Determining mechanisms for complaints and establishing specified units for handling complaints in banks and NBFIs in accordance with instruction** | | | | |
| | | Issuing instruction for the internal procedures of banks and financial institutions to deal with customer complaints | 2017 | First quarter 2018 | Central Bank of Jordan | |
| | | Request the banks and financial service providers under the instructions of Internal Procedures for Handling Consumers' Complaints of Financial and Banking Services Providers , Creating an electronic system to deal with customer complaints and record them in banks and financial institutions | 2017 | Second quarter 2018 | Central Bank of Jordan | Association of Banks, Jordanian Exchange Association, Associations for Development and Microfinance, Payment service companies |
| | | Purchasing an electronic system for recording and following complaints to the Central Bank (with periodic updating and maintenance) | 2017 | End of 2020 continues | Central Bank of Jordan | |
| | | Request the banks and financial institutions under the Instructions of Internal Procedures for Handling Consumers' Complaints of Financial and Banking Services Providers , the establishment of special policies to deal with complaints of customers and procedures for the work of the mechanism of dealing with complaints. | 2017 | Fourth quarter 2018 | Central Bank of Jordan | Association of Banks, Jordanian Exchange Association, Associations for Development and Microfinance, Payment service companies |
| | | **Preparation of the draft law on financial disputes resolution** | | | | |
| | | Preparing the final draft | First quarter 2018 | Second quarter 2018 | Central Bank of Jordan | Association of Banks, Jordanian Exchange Association, Associations for Development and Microfinance, Payment service companies, Ministry of Justice , Insurance Department |
| | | Consult the relevant authorities (Ministry of Justice, Association of Banks, Payment Service Companies, Development and Microfinance Associations, Insurance Department) | Second quarter 2018 | Third quarter 2018 | Central Bank of Jordan | Association of Banks, Jordanian Exchange Association, Associations for Development and Microfinance, Payment service companies, , Ministry of Justice , Insurance Department |
| | | Making the final decision based on the government's guidance on the progress of the project | Fourth quarter 2018 | End of 2019 | Central Bank of Jordan | |
| | | **Rolling out comprehensive training program for banks and NBFIs on handling consumer complaints efficiently and effectively** | | | | |
| | | Implementing training programs for the employees of the Department, the concerned departments and the staff of banks in dealing with customer complaints | 2018 | End of 2020 | Central Bank of Jordan | |
| **enhance the financial capabilities of priority segments within the framework of financial consumer protection in the Kingdom** | **Roll out measures for raising awareness and financial literacy levels in responsible finance among the vulnerable groups of women, refugees, low-income as well as remote segments by end 2020** | **Raising awareness about the rights and duties of customers in obtaining financial and banking services, the risks of over-indebtedness, introducing products and banking services and other topics through campaigns and media targeted to priority groups (activities will be organized under this objective in coordination with the financial literacy, capacity building and microfinance pillars).** | | | | |
| | | Include the central banks' website with educational materials regarding the rights and responsibilities of consumer, and the topics related to any aspects of education for customers such as their definition of the importance of saving and how to use their credit cards and avoid over-indebtedness | 2017 | End of 2020 continues | Central Bank of Jordan | |
| | | Preparing awareness brochures (9 different financial topics) | 2018 | End of 2020 continues | Central Bank of Jordan | |
| | | Launch awareness campaigns targeted at different regions and geographical areas<br>Two campaigns per year / government universities / different governorates<br>Two campaigns per year / private universities / different regions<br>Annual Campaign / Women / related institutions<br>Annual campaign/ persons with disabilities / related institutions<br>Annual campaign / different segments of society / public place | Second quarter 2018 | End of 2020 continues | Central Bank of Jordan | Association of Banks |
| | | Preparing educational videos to be broadcast through various means, including social media, regarding financial and banking services and products provided to customers and any related topics. | Second quarter 2018 | End of 2020 continues | Central Bank of Jordan | |
| | | Providing information and knowledge about financial products and services as well as about the rights and means in filing complaints through media and customer services towards the priority segments (Awareness brochures) | 2018 | End of 2020 continues | Central Bank of Jordan | Association of Banks |
| | | Promotional materials (pens + cutters + other materials) | 2018 | End of 2020 continues | Central Bank of Jordan | |
| | | **creating a division within the consumer protection department to be responsible about raising financial awareness of customers** | | | | |
| | | Add the division within the organizational structure (preparation of functional description, practical instructions) after taking the necessary administrative approvals | Third quarter 2018 | Fourth quarter 2018 | Central Bank of Jordan | |
| | | Provide the division at least two staff and train them | 2018 | Fourth quarter 2020 | Central Bank of Jordan | |
| | **Start providing information and communication on products and services to enhance financial literacy levels among the vulnerable groups of women, refugees, low-income as well as** | **Engaging banks and NBFIs in enhancing financial literacy levels among priority segments through improved disclosure of products and services features including prices and interest calculations and other information unveiled in a simple, easy and clear language (activities under this objective will be organized in coordination with financial literacy , capacity building and the microfinance pillars)** | | | | |
| | | Participation of the staff of a number of banks in the campaign of the Central Bank | First quarter 2018 | Fourth quarter 2020 | Central Bank of Jordan | Association of Banks |
| | | Disclosure of information and data required through electronic links and social media | Second quarter 2018 | Fourth quarter 2020 | Central Bank of Jordan | Association of Banks |
| | | Improving disclosure of financial consumers' rights and responsibilities and consumer redress options on the CBJ portal | Second quarter 2018 | Fourth quarter 2020 | Central Bank of Jordan | |