



Guaranty Trust Bank (Rwanda) plc

ADVERTISING AND PROMOTIONS POLICY

GENERAL REQUIREMENTS

- 1) Guaranty Trust Bank (Rwanda) Plc shall ensure that:
 - a) The design, presentation and content of an advertisement is clear, legible and in simple language that can be easily understood;
 - b) The advertisement is fair, accurate and not misleading;
 - c) An advertisement does not seek to influence a customer's attitude to the advertised product or service or the Bank either by ambiguity, exaggeration or omission;
 - d) The nature and type of the advertised product or service is clear and not disguised in any way; and
 - e) The advertisement does not disguise, diminish, obscure or conceal a material fact or warning
- 2) Without limiting the generality of the above provision, Guaranty Trust Bank (Rwanda) Plc shall ensure that an advertisement is not misleading in particular in relation to certain key elements. This does not, however, mean that the information must be included in the bank's advertisements, but the bank should exercise reasonable care that an advertisement does not mislead with regard to these key elements.
- 3) Guaranty Trust Bank (Rwanda) Plc shall ensure when publishing an advertisement that its name is clearly shown in all advertisements. The bank shall also ensure that it discloses at its branches, websites, advertisements, promotional materials and any other communication channels which it uses that it is regulated by the Central Bank of Rwanda.



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- 4) The Bank shall ensure that any assumptions, on which a statement, promise or forecast contained in an advertisement is based, are clearly stated, reasonable and up to date.
- 5) Guaranty Trust Bank (Rwanda) Plc shall ensure that the information is written in simple language and in a legible font which is easily readable.
- 6) All printed advertising and promotional materials for financial products or services which make a reference to an interest rate, shall include the total cost of credit and whether the interest rate is per annum or per month and whether the interest rate is fixed or variable. The total cost of credit shall be prominently displayed.
- 7) Guaranty Trust Bank (Rwanda) Plc shall ensure that an advertisement that promotes more than one product sets out clearly the key information relating to each product in such a way that a customer can distinguish between the products. Any comparisons or contrasts made must be based either on facts verified by the Bank, or on reasonable assumptions stated within the advertisement. They should be presented in a clear, fair and balanced way and not omit anything material to the comparison or contrast. Material differences between the products must be set out clearly.
- 8) Guaranty Trust Bank (Rwanda) Plc shall ensure that any recommendations or commendations quoted are complete, fair, accurate and not misleading at the time of issue, and relevant to the advertised product or service. A recommendation or commendation may not be used in an advertisement without the consent of the author. If the author is an employee of the Bank or a connected party of the Bank or has received any payment from the Bank or a connected party of the Bank for the recommendation or commendation, the advertisement must state that fact.
- 9) Where the bank sends any communications to its customers intended for direct marketing both electronically and by other means, customers shall be given the



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option of not receiving such communication. When a customer chooses not to receive such communication, the bank shall cease to send it to the customer.