

# Amex Bank of Canada

At Amex Bank of Canada relationships are at the heart of our business. We strive to be essential to our customers by delivering exceptional products, services and experiences every day – and promise to have their backs in everything we do. Amex Bank of Canada has made a commitment to its senior customers to adhere to the [Code of Conduct for the Delivery of Banking Services to Seniors](#) (the Code). For purposes of the Code, a senior refers to an individual in Canada who is 60 years of age or older and who is transacting for non-business purposes. While many of our products and services already reflect the principles outlined in the Code, we have taken steps to enhance our ability to service seniors.

- We have designated a “Seniors Champion” to ensure all principles of the Code are adhered to, provide leadership in implementing the Code, promote and raise awareness and engage with seniors, subject matter experts and organizations representing seniors.
- Updated internal processes, policies and capabilities considering the Code and seniors banking needs which will aid our employees to better assist seniors.
- Provide information in an accessible or alternate format such as large print, braille statements, etc. to meet the needs of our senior customers.
- Ensured any potential financial harm to seniors is mitigated through our updated processes and policies.
- Created a new mandatory training for customer-facing employees and their leaders on the Code including fraud and scams, financial abuse, powers of attorney, internal and external resources dealing with seniors banking needs and our escalation processes. Training scheduled by January 1, 2021 with delivery within the year.
- Created a new online Seniors Support page providing helpful resources to support our senior customers.

Amex Bank of Canada is committed to adhering to the Code by taking steps to strengthen our servicing for seniors and will continue to improve our customer care for senior customers.

