



# Communication Policy

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JUNE 2024

**Fintech Association for Consumer Empowerment**

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## 1. Purpose

Engaging with the fintech ecosystem is crucial to FACE's mission of fostering consensus and convergence towards strong and ethical practices in the fintech space. Regular, timely, balanced communication based on evidence and a balanced perspective is a critical ingredient of the engagement process. The communication policy sets the rule of FACE communication. The Board approved the communication policy in its meeting on 27 Jun 2024. It is subject to review at least once a financial year.

## 2. Applicability

The communication policy applies to:

- All private (one-to-one or one-to-many conversations with members or stakeholders<sup>1</sup>) or public communication by employees, Board members, and agencies of FACE if/when speaking/presenting on behalf of FACE.
- All communication including written, oral, or other modes of expression, such as, emails, calls, press releases, websites, social media posts, publications, and messaging exchanges. However, emails, official publications, and press releases are the primary sources of official communication.

## 3. Principles

The communication will adhere to the following non-negotiable principles, regardless of subject, mode, hierarchy, and target audience:

- Restrict messaging to the FACE mandate of the fintech sector to serve the objective of the association and interest of the fintech industry.
- Reflect the ethos of inclusivity, integrity, collaboration, collective action, responsible conduct, and development of the fintech sector for all stakeholders, including companies and consumers (individuals/firms).
- Maintain consistency in messaging across different communication channels and ensure alignment with the FACE's mission and objectives.
- Ensure transparency in all communications to foster trust and confidence.
- Uphold ethical standards in all communications and share information accurately and clearly to avoid misunderstandings.
- Provide timely communications to inform members of important updates, regulation changes, and other relevant developments.
- Maintain objectivity and impartiality backed by reasoning, facts, and evidence.
- Safeguard sensitive, confidential or proprietary information as per established protocols.
- Adhere to legal and regulatory requirements related to communication, including limitations on promotional activities and disclosures required by regulators, and respect the privacy rights of individuals and companies.
- Create a conducive space for constructive and objective discussion through open dialogue and feedback mechanisms between FACE and its members and stakeholders.
- Stay sensitive to social, cultural, and economic contexts and abstain from making any observations on politics, religion, community, caste, or authority.
- Encourage and celebrate the success and achievements of the members and fintech sector.
- Do not promote and degrade any company, product or business model and maintain a neutral and impartial approach.
- Never plagiarise and infringe on proprietary information and copyright. Always reference, acknowledge, and give credit to reports/documents referred to and used in preparing any content.

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<sup>1</sup>Stakeholders include members, partners, vendors, collaborators, agencies engaged for specific projects, regulators, government bodies, research/think tanks, non-profits, etc.

- If content development has leveraged AI tools, please check against plagiarism and infringement on proprietary information and copyright.
- Follow the brand guidelines for logo, style, font, colours, design language, tonality and quality check.
- Ensure that the association's communication (language, design, colours, symbols) in no way suggestively or explicitly brings a negative light to the reputation or harm to the association and the fintech sector it represents.

#### **4. Public Communication**

- The CEO has the sole authority from the Board to approve content releasing in public space.
- The CEO is the official spokesperson for anything where FACE shares a point of view, whether in writing, spoken words, or otherwise, to speak, write, or express on behalf of FACE.
- Employees are accountable for taking sign-off from the CEO on anything crucial, significant, public material, or of any such calibre.
- Educate employees not to post or express anything that brings the FACE or fintech sector to a negative light and contradicts the FACE mandate for the fintech sector.
- Any post/article in public space must carry the necessary disclaimer if done personally.

#### **5. Media Communications**

- As per Board approval, the CEO has the sole authority to speak with the media on FACE.
- Direct the media queries and requests to the designated PR agency for coordination.
- Decide on key messages internally before an interview to ensure consistency with FACE mandate and objective.
- Do not comment on peers, competitors, customers/members/stakeholders. Do not mention member or stakeholder names without explicit consent.
- Do not make unsupported statements; have relevant facts and figures to reinforce assertions.

#### **6. Crisis Communication**

In the event of unforeseen developments impacting the fintech sector significantly, the primary objective is to:

- Swiftly understand the issue and engage with relevant stakeholders for appropriate actions.
- Engage with media cautiously and, if necessary, uphold accuracy and consistency.
- Ensure transparent communication to maintain trust and manage reputational risks.
- Provide members guidance for clear direction and support.

#### **7. Orientation**

- Share the policy with all employees and board members to familiarise them with it, educate them, and take the onus of adhering to it.
- Employees may contact the CEO or any other person delegated for questions, clarification, or support in adhering to the policy.

#### **8. Review and Updates**

- The Board will review the policy annually and update it as necessary to reflect demands and changes in the association's needs.
- Communicate all the changes and updated policy to employees and stakeholders promptly.