

Member Communications Policy

For third parties and Senior Relationship Owners

Introduction

Its important Nationwide communicates with its members and customers in a clear, fair and non- misleading way. Nationwide needs to ensure communications are correct and up to date prior to distributing. This is a guide which sets out the policy requirements which must be met by Third Parties when creating, reviewing, updating or withdrawing NBS branded / dual branded communications sent to or received by two or more members/customers.

Policy Requirements for Third Parties

All Third Parties must;

- Ensure they have processes in place to appropriately identify, update, maintain and distribute mandatory communications
- Ensure there are agreed and documented role and responsibilities when managing member communications on behalf of Nationwide
- Have adequate processes to ensure an appropriate level of capacity and resource is in place to manage member communications on behalf of Nationwide

Communication Creation;

- Ensure all required mandatory changes that have communication implications must be identified with all impacted communications being correctly updated
- Create communications that are on brand and use the correct Nationwide Building Society logo
- Ensure communications are in line with the financial, literacy and numeracy capabilities of the product or service's target market

Communication Approval;

- Adhere to the Nationwide approval communications approval process prior to distributing communications to members

Communication Distribution;

- Ensure service level agreements relating to member communications and communication systems are maintained
- Distribute communications within the agreed timeframes to manage member expectations and mandatory requirements
- Distribute communications in accessible format

Where member data is used within a communication;

- Ensure member data is used correctly to provide assurance the communication is sent to the correct target audience. Where appropriate, all consents and permissions will be observed
- Ensure communications are the approved version, combining correct data (where applicable) and correct content, with distribution through the correct channels and accessible formats.

Responsibilities of Senior Relationship Owners

Obtain written commitment that each third party who is involved in the member communication process (NBS branded/ dual branded communications) will adhere to the policy requirements

Implement appropriate oversight and supervision to satisfy themselves that;

- Service Level Agreements in relation to member communications and communications systems are monitored
- Third parties have an appropriate mechanism to inform existing employees and new starters of the requirements set for managing Nationwide branded communications
- Communications will be distributed in accessible format