



Code of Fair Treatment

Our Commitment

We at ENB are committed to providing our valued and loyal customers with the best of services that meet or exceed their expectations. We will strive to constantly improve our customer service delivery standards and to support our customers in their journey by creating a customer-centric culture and looking into your financial needs with speed and utmost transparency in all our dealings.

Our Code of Fair treatment reflects our commitment to our customers, whereby we strive to ensure that the products and services offered by the bank fulfill your expectations. Through this code, we endeavor to:

- Empower our customers with key knowledge needed to understand all products and services and application processes which will make the customer journey a pleasurable experience.
- Protect the rights of our customers and ensure that the customer knows and understands their rights
- Seriously investigate and assess any complaint raised by a customer in the event that our service standards are not met to the expectation of the customer or have not been delivered in a timely manner.

Our valued and loyal customers can be confident that their fair treatment is of paramount importance to ENB's culture, irrespective of their ethnicity or background.

We understand the needs of all of our customers and will ensure that the people of determination have access to services on equivalent terms with other consumers.

Our Product Offering

ENB has designed and marketed products and services which are Shariah compliant and, in a manner, to meet the requirements of various consumer groups.

We will endeavor to highlight what the customer may expect from our product, in order to set their expectations for the future. This would ensure that the customer fosters a good overall experience with ENB and creates a mutual bond of fulfilment.

The staff of ENB are regularly trained and have an excellent understanding of our products and services offering and will provide the best customer advice.

Transparency of Our Transactions

ENB is eternally committed to communicating key information with our customers in a transparent manner, by way of;

- Providing up-to-date information about our products and services during all stages of the relationship with our customers
- Making aware of the rights and responsibilities of the Bank towards our customers and vice versa. We would also communicate an effective mechanism for either party to end the banking relationship if deemed necessary.
- Providing details of fees, pricing, and any possible penalties that a customer may incur during a transaction.
- Providing any information required by the customer in an accurate, clear, simple-to-understand format. We also ensure that the information required by the customer is easily accessible, not misleading, and includes any potential risks.
- Ensuring that any advice given to our customers is suitable by taking account of the customers' requirements.
- Ensuring that our employees are strictly prohibited from mis-selling or misrepresenting the Bank or its products or services as per the ENB's policies and Code of Conduct

Handling Customer Complaint

ENB is responsive to customer needs and will attend to complaints in a timely manner. The customer has the right to report and/or dispute any non-agreed terms of the products and services provided. ENB has a dedicated complaint management unit to review and respond to complaints in a timely and very importantly, fair manner.

Please refer to the **Banks Customer Charter**, which details how a customer can lodge a complaint and the Banks response time to revert to the customer. It also details how a customer may escalate their grievance if the response received from the bank is not satisfactory.





Protection of Customer Data and Privacy

ENB implements appropriate physical, electronic and procedural safeguards, security policies, and procedures to keep the customer's personal information secure. These controls include encryption and other forms of security aligned to global good practice. We ensure that;

- Customer information will not be shared with a third party unless the bank has the customer's consent or is required by the law of the United Arab Emirates or by External authorities under the agreement of the UAE.
- Any personal and financial information provided by the customer is only used in ways that are appropriate to the benefit of the customer, and that provide them with opportunities to achieve their financial aspirations.
- Any breach made by our staff will be subject to strict disciplinary actions

Customer Education and Awareness

The Bank has established a Consumer Education and Awareness (CEA) function responsible for educational and awareness programs for its customers and the general public by ensuring that;

- Such programs have appropriate mechanisms to help existing and future customers to develop their knowledge, skills, and confidence to properly understand the risks (including financial risks), and opportunities and to make choices.
- Keep the customer informed of where to go for assistance.
- Any advice provided is tailored to the needs of the customer and takes account of their circumstances which have brought them to the bank, seeking such advice.
- An annual review of its educational initiatives is assessed on its impact and reach. Based on the assessment of initiatives, necessary adjustments will be constantly made to all such customer awareness programs in order to provide the best awareness to its existing and potential customers.
- Customers will be provided with Key Financial Statements (KFS), which will provide them with a brief of the products/services offered by ENB.
- A written confirmation is obtained from the customer that the details of the products or services and their terms and conditions were received, explained, and understood.

Staff Obligation

Our Staff will ensure and will be dedicated to applying equal, Fair treatment of all customers. ENB will ensure that the Code of Fair Treatment is a basis for evaluating the annual performance of Staff. The Bank will encourage staff to carry out responsible business conduct, fair treatment of Consumers, and avoid conflicts of interest.

Terms and Conditions

In line with the Consumer Protection Regulation and Standards of UAE, ENB has updated its terms and conditions for all products and services. The Terms and Conditions can be accessed through our website via the link: <https://nileinuae.com/>

The Bank's terms and conditions are subject to changes as and when necessary, as whenever there are changes within the bank on its products/services offered or which are deemed necessary due to any requirements of the UAE Central Bank. ENB reserves the right to change the Terms & Conditions, with a 60-day prior notice.

Schedule of Charges

ENB will always treat its customer fairly by not differentiating any person associated with their standings or affiliations. Standard charges will be applied as per our Schedule of charges, which is always displayed at the entrance of our banking premises and can be accessed through our website via the link: <https://nileinuae.com/>

