



GUIDELINES TO BANKS
GUIDELINES NO. BU/G-3/2017/7
GUIDELINES ON ADVERTISEMENT
OF BANKING PRODUCTS AND SERVICES

1. Advertising plays an important role in all sectors including in financial services. Advertisements that do not fairly represent the product or its key features and risks, or the nature and scope of the service, can be misleading and create unrealistic expectations that may lead to poor financial decisions.
2. These Guidelines on Advertisement of Banking Products and Services (“The Guidelines”) serve to ensure that the advertisement of banking products and services in Brunei Darussalam provide balanced, accurate and clear information so that consumers can understand the nature of the product or services being advertised. Balance is important for ensuring that the overall effect of an advertisement creates realistic expectations about a product and services.
3. The Guidelines in **ANNEX 1** are issued pursuant to section 126 of the Banking Order, 2006 and applies to all banks in Brunei Darussalam (hereinafter referred to as “Banks”).
4. The Guidelines shall take effect immediately.

MANAGING DIRECTOR
AUTORITI MONETARI BRUNEI DARUSSALAM

Date: 21 Zulhijjah 1438 / 13 September 2017