



**Perbadanan Insurans Deposit Malaysia**  
**Protecting Your Insurance And Deposits In Malaysia**

**COMMUNICATIONS POLICY**



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<b>Ref No</b>	BOD/COMMS/2006/01	<b>Version No</b>	4.0
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**Approved by the Board of Directors at the Board Meeting No. 67 on 28 February 2020**



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## 1.0 INTRODUCTION

- 1.1 The mandate of Perbadanan Insurans Deposit Malaysia (“PIDM”) is to administer the deposit insurance system and the takaful and insurance benefits protection system, provide protection in a member institution failure, provide incentives for sound risk management in the financial system and promote and contribute to the stability of the financial system. To achieve this, public confidence in PIDM and the financial protection systems it administers, is crucial.
- 1.2 Public confidence can be achieved through the implementation of a cohesive and focused awareness programme and through educational activities. PIDM is committed to ensuring that its stakeholders fully understand the benefits provided by the protection systems it administers.
- 1.3 In this regard, PIDM will communicate effectively in a consistent, clear and timely manner in all its communications, both with external parties as well as within the organisation.

## 2.0 OBJECTIVES

- 2.1 PIDM aims to develop and cultivate a positive image of the protection systems it administers, in general, and PIDM, in particular. To ensure this, PIDM must communicate openly in a manner which enhances its credibility and image.
- 2.2 As an integral part of the financial safety net system, PIDM’s role is to promote awareness about the deposit insurance system and the takaful and insurance benefits protection system. The public must have a clear understanding of the key features and benefits of the protection systems. PIDM’s communications must also promote acceptance and confidence that its activities and objectives are being implemented effectively and efficiently as public awareness is critical to confidence in the stability of the financial system.
- 2.3 Accordingly, PIDM will:
- (a) create awareness and understanding of PIDM’s mandate by disseminating accurate, timely and relevant information in response to stakeholders’ and the public’s needs from an objective, balanced and factual perspective to assist them in making informed decisions about their deposits, takaful and insurance benefits held with member institutions;

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- (b) promote transparency and accountability by actively providing information and being accessible to the public and stakeholders to gain their trust and support;
- (c) promote acceptance and confidence by forging strong relationships and partnerships with key stakeholders; and
- (d) deliver prompt, courteous, quality and responsive service that is sensitive and appropriate to the needs and concerns of all stakeholders.

### 3.0 SCOPE OF COMMUNICATIONS AND STAKEHOLDERS

3.1 Communications is broadly defined as activities such as:

- (a) interaction with stakeholders which includes statements, official appearances at events and public engagements as well as comments made by PIDM; and
- (b) the production and dissemination of material and information to the public in communication media such as print, broadcast and digital platform.

3.2 For the purpose of this Policy, stakeholders include, but are not limited to:

- (a) depositors, policy owners and the public generally;
- (b) member institutions (commercial banks, Islamic banks, insurance companies and takaful operators);
- (c) regulatory authorities;
- (d) members of the inter-agency grouping known as the Financial Education Network;
- (e) the Government;
- (f) media;
- (g) banking and consumer associations and non-governmental organisations;
- (h) investors, analysts, industry experts both local and international;
- (i) professional bodies;
- (j) international organisations (e.g., the International Monetary Fund, the World Bank, the International Association of Deposit Insurers, the International Forum of Insurance Guarantee Schemes, other foreign deposit insurers); and
- (k) the Board of Directors, Management and employees of PIDM.



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#### 4.0 PIDM COMMUNICATIONS POLICY STATEMENT

4.1 PIDM's communications policy is to support its mandate and strategic objectives.

##### **Guidelines**

4.2 In undertaking its communications activities, PIDM will be guided by the following:

- (a) PIDM will help enhance public awareness of the financial protection systems it administers and will be proactive in disseminating information; ensure that information is made accessible by utilising various forms and channels of communications available and deemed relevant to reach our stakeholders, in languages deemed necessary to cater for the needs of the diverse Malaysian society.
- (b) PIDM will operate as an open, accessible organisation, and disclose information as required in an accurate, timely, clear and objective manner, within the boundaries of its legal obligations and in consideration of the interests of the financial system as a whole. PIDM will aim to treat all stakeholders equally with regard to the timing of access to relevant information issued by PIDM.
- (c) PIDM will aim to be transparent about its role, responsibilities, policies, decisions and activities, and keep its stakeholders informed regarding its business and affairs.
- (d) PIDM will also strive to be visible and accountable for information it provides to its stakeholders and identify itself in a distinct and consistent way that the public can recognise.

4.3 To implement the policy, a communications strategy is developed and updated from time to time. For acceptance and credibility, PIDM:

- (a) will design communications initiatives in a manner that responsibly educates its stakeholders, including participating in and supporting information programmes through partnerships and collaboration with relevant bodies;
- (b) will provide opportunities for stakeholders to provide feedback to PIDM;



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- (c) will share and discuss the issues and challenges of the deposit insurance system and the takaful and insurance benefits protection system generally and how these might be addressed, at the appropriate fora, both internationally and domestically; and
- (d) aims to ensure the highest levels of service to its stakeholders in its communication activities, both in terms of quality and timing of responses.

### **Spokesperson**

- 4.4 Any statement issued by PIDM is construed as an official statement of PIDM's position. Therefore, it is important to centralise the issuance of official statements with an official spokesperson. The one voice spokesperson approach also aims to minimise any inconsistency in messages provided by PIDM.
- 4.5 The Chief Executive Officer is PIDM's principal spokesperson for the organisation. The Chief Executive Officer will lead efforts to raise PIDM's profile among key target audiences through personal contacts, involvement at high-level forums/ seminars and media engagements.
- 4.6 The Chief Executive Officer will also be the main public representative to:
  - (a) present and explain PIDM's business and affairs;
  - (b) communicate opinions on behalf of PIDM;
  - (c) address issues and matters pertaining to PIDM's mandate and strategic objectives; and
  - (d) use his or her discretion to address matters outside the scope or mandate of PIDM, when such comments are solicited.
- 4.7 The Chief Executive Officer may delegate certain activities to an appropriate officer when necessary.

## **5.0 REVIEW**

- 5.1 Management will review the Communications Policy triennially to ensure the Policy remains current and relevant.



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5.2 Any changes to the Policy will be tabled to the Board of Directors for approval.

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28 February 2020