

Customer Rights Policy

The Customer Rights Policy protects basic rights of the Customers of the Bank. The policy brings out the rights of the customer and also the responsibilities of the Bank. The policy sets minimum standards of banking practices, bank has to follow while dealing with individual customers. It provides protection to customers and explains how bank is expected to deal with customers in its day-to-day operations. The policy does not replace or supersede regulatory or supervisory instructions of the Reserve Bank of India (RBI) and the bank shall comply with such instructions/directions issued by RBI from time to time. The bank will endeavour to adopt higher standards of banking practices to extend better customer service and achieve higher levels of customer satisfaction. The policy applies to all products and services provided by the bank.

Right to Fair Treatment

- i. Bank promises that it will act courteously, fairly and reasonably in all dealings with customers.
- ii. Bank promises to promote good and fair banking practices by setting minimum standards in its dealings with customers;
- iii. Bank will increase transparency so that customer can have a better understanding of what they can reasonably expect from bank;
- iv. Bank will make sure that its documents and procedures are clear and not misleading and that customers are given clear information about the products and services.
- v. When customers have chosen an account or service, the bank will give them clear information about how it works, the terms and conditions and the information about applicable interest rates.
- vi. Bank will help customers to use their account or services by sending regular statements on demand / request (where appropriate) and will keep customers informed about changes in the interest rates, charges or terms and conditions.

- vii. Bank will not discriminate unfairly against any customer on grounds such as gender, age, religion, caste and physical ability. However, the bank has certain special products and schemes which are specifically designed for members of a target market group, which would not tantamount to unfair practice.

WE EXPECT OUR CUSTOMERS TO:

- i. Behave courteously and honestly with the Bank.
- ii. Approach the available internal resolution/grievance redressal mechanism and after exhausting the remedies under banks internal grievance mechanism approach alternate fora.

Right to Transparency, Fair and Honest Dealing

- i. Bank will ensure that the customers are provided terms and conditions in respect of product in simple language, easily understandable, and with sufficient information so that the customer reasonably makes an appropriate choice of product.
- ii. The key risks associated with the product as well as any features that may especially disadvantage the customer will be made known to him/her. Most Important Terms and Conditions (MITC) shall be clearly brought to the notice of the customer while offering the product.
- iii. Bank will ensure full transparency to the customer in levying of various fees/ service charges and penalties.
- iv. Special efforts will be made to educate the customers in the use of technology in banking. Bank will make use of Print media, Television, All India Radio/local radio for this purpose.
- v. Bank will display the charges schedule on website and copy of same shall also be made available at every business unit. The charges schedule shall be made available on digital notice board/signage at the business units.
- vi. Bank will advise the customer at the time of selling the product of the rights and obligations embedded in law or regulation, as well as the need to report any critical incidents that they encounter, suspect or discover.

- vii. Bank will provide advice consistent with the interests of the customer, if the bank is engaged by the customer for this purpose.
- viii. Bank will not terminate a customer relationship without giving reasonable or contractual prior notice to the customer.
- ix. Bank will assist the customer in managing their financial relationship by providing regular account statements and other related information, as and when demanded.
- x. Bank will ensure that all marketing and promotional material sent to the customer is clear and not misleading to the target customer.
- xi. Bank will not threaten the customer with physical harm, exert influence that is outside normal and reasonable business practice, or engage in behavior that would reasonably be construed as unwarranted harassment.
- xii. Bank will display the policies on Deposits, Cheque Collection Grievance Redressal, Compensation & Collection of Dues and Security Repossession on website.
- xiii. Bank will make every effort to ensure that staff dealing in a particular product is properly trained to provide relevant information to customers fully, correctly and honestly.
- xiv. Bank will inform the customer of any change in the terms and conditions through a letter or statement of account or SMS.
- xv. Bank will communicate to the customer any changes in the terms and conditions, fees, service charges, discontinuation of particular products, relocation of provider offices, changes in working hours, change in telephone numbers etc.

Right to Suitability

- i. Bank will offer products appropriate to the needs of the customer and based on an assessment of the customer's financial circumstances and understanding.
- ii. Bank will ensure that products offered to customer are assessed suitably and approved by the Management, Board or any other Competent Authority of the Bank.

- iii. Bank will ensure that the product or service sold or offered is appropriate to the customer's needs and not inappropriate to the customer's financial standing and understanding based on the assessment made by it.
- iv. Bank will sell third party products only if it is authorized to do so.
- v. Bank will not follow any restrictive practices of forcing a customer to either opt for any third party products from a specific service provider or link sale of such products to any banking product.
- vi. Bank will ensure that the products being sold or service being offered, including third party products, are in accordance with extant rules and regulations.
- vii. Bank will ensure to inform the customer about his responsibility to promptly and honestly provide all relevant and reasonable information that is sought by bank to enable them to determine the suitability of the product to the customer.
- viii. Bank will examine the structure of fees / service charges / penalties to ensure that they are reasonable.

Right to Privacy

Bank will treat all personal information of customers as private and confidential (even when the customer is no longer banking with our bank), and shall be guided by the following principles and policies.

- Bank will not reveal information or data relating to customer accounts, whether provided by customer or otherwise, to anyone, including other companies /entities in our group, other than in the following exceptional cases:
 - a. If bank has to give the information by law or if required by the banking regulator.
 - b. If the bank has to give the information required by Investigating Agency, Police, Court, Income Tax Department or any other State/Central Statutory Authority.
 - c. If there is a duty towards the public to reveal the information.

- d. If interests of the bank requires to give the information, for example, to prevent fraud.
- e. If customer authorizes the bank to reveal the information.
- f. If bank is asked to give a reference about customer, bank will ensure to obtain the customer's written permission.
- Bank will not use personal information of customer for marketing purpose by anyone including ourselves unless the customer has specifically authorized it.

Right to Grievance Redress and Compensation

The bank's policy on grievance redressal will be on the under noted principles.

- i. Customers are treated fairly at all times.
- ii. Complaints raised by customers are dealt with courtesy and on time.
- iii. Customers are fully informed of avenues to escalate their complaints/grievances within the organization and their rights to alternative remedy, if they are not fully satisfied with the response of the bank to their complaints.
- iv. Bank will treat all complaints efficiently and fairly as they can damage the bank's reputation and business if handled otherwise.
- v. The bank employees will work in good faith and without prejudice to the interests of the customer.

The policy document will be made available at all Business Units and shall also be displayed on the Bank's website. The Bank shall also ensure that all employees concerned are informed about the complaint handling process and its subsequent updates.

The Bank has laid down procedures for fair and expeditious handling of customer's grievances. In case of any difficulty in transactions, the customers may approach the officer concerned or the Business Unit Head, who will ensure that the customer's grievance is attended to. However, if this does not happen, customers may demand the complaint register, which is available in all business units, and lodge written complaint. A copy of the complaint shall be returned to

customer with acknowledgement. Banks' efforts will be to ensure that the redressal of the complaint takes place expeditiously and in any case within a maximum period of three weeks. If for any reason the business unit is unable to redress the grievance within three weeks the customer will be informed of the reasons and the action taken for early redressal.

In case of difficulty with the Business Unit, or unsatisfactory reply in respect of complaint lodged with the Business Unit, the customer can approach the Zonal Head of the Zonal Office under whose administrative control the Business Unit functions. The contact particulars of the Zonal Office can be obtained from the Business Unit or from Corporate Office/Bank's website.

The customer is welcome to write to Customer Care at the Corporate Office on following address:

The President
Customer Care Dept.,
J&K Bank, Corporate Headquarters, M.A. Road Srinagar-190 001
E-mail ID: jkbcustomer care@jkbmail.com

The customer can also lodge complaint at bcscsgr@jkbmail.com

The Business Unit, Cluster office, Zonal Office or the Corporate Headquarters as the case may be, will acknowledge the grievance within five days of receipt and initiate action to get the grievance resolved within a maximum period of three weeks. The customer will also be kept informed of the action taken, the reasons for delay, if any, in redressal and the progress in redressal of grievance.

In case the customer is unhappy with the service or redressal provided by the bank he/she can also approach the Banking Ombudsmen located in State Capitals for redressal. The details are also available at <http://www.bankingombudsman.rbi.org.in/>

The Compensation policy of the bank is already in vogue and also available on Bank's website, which has been designed to cover areas

relating to unauthorized debiting of account, payment of interest to customers for delayed collection of cheques/instruments, payment of cheques after acknowledgement of stop payment instructions, remittances within India, foreign exchange services, lending, etc. The policy is based on principles of transparency and fairness in the treatment of customers.

The objective of the policy is to establish a system whereby the bank compensates the customer for any financial loss he/she might incur due to deficiency in service on the part of the bank or any act of omission or commission directly attributable to the bank. By ensuring that the customer is compensated without having to ask for it, the bank expects instances when the customer has to approach Banking Ombudsman or any other Forum for redressal to come down significantly.

It is reiterated that the policy covers only compensation for financial losses which customers might incur due to deficiency in the services offered by the bank which can be measured directly and as such the commitments under this policy are without prejudice to any right the bank will have in defending its position before any forum duly constituted to adjudicate banker-customer disputes.

The bank shall not be liable to compensate customers for delayed credit if some unforeseen event (including but not limited to civil commotion, sabotage, General strike, accident, fire, natural disasters or other “Acts of God”, war, damage to the bank’s facilities or of its correspondent bank(s), absence of the usual means of communication or all types of transportation, etc beyond the control of the bank prevents it from performing its obligations within the specified service delivery parameters.
