

Customer Protection Policy

Maybank Indonesia executes a customer protection policy through the implementation of the Maybank Strategic Journey "WOW to GREAT Customer Experience" launched in the beginning of 2019, Protection for customers is one of the TOP 5 Focuses of the Bank. The Customer Protection Policy is closely related to the customer complaint management policy, where at Maybank Indonesia the action was made in line with Maybank's "Humanizing Financial Services" mission, while still referred to applicable Consumer Protection and Complaint Handling regulations.

The Bank also established the Service Focus tagline "Focus On Customer, Strengthening The Inside Out Engagement" which shows the level of commitment from Top Down Management through a laid focus on Customer Engagement improvement strategy through a latest service innovation in the Electronic Channels, "Relationship Management" system development, end to end improvement/simplification in service process, and enhanced level of communication in the CARE (Customer Are Really Everything) and Customer Centric Culture campaigns, which all are platforms for Maybank's "Customer Experience" transformation process. This commitment is a concrete manifestation of the Bank's concern towards the importance of Customer Perceived Values for sustainable business.

In line with this, Maybank Indonesia also focuses on various design activities, programs and provisions to improve customer protection in terms of data storage and confidentiality while continuously referring to applicable rules and regulations. Maybank Indonesia implements an information technology system capable of safeguarding customer data and other customer aspects, especially in terms of controlling and monitoring to mitigate risks that may have impacts on customer security and comfort the Bank's most important partners.