**AIA Hong Kong**

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# Memo

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| **Attn:** | All EDD & Honorable Advisors / EDDs / PSDDs / SDDs / DDs / MICs / Agency Leaders / Financial Planners (Hong Kong & Macau) | **From:** | Kenneth Luk |
| | | **Dept:** | Customer and Marketing |
| **Copy:** | Mr. Alger Fung<br>Ms. Melissa Wong<br>All Department Heads<br>Macau CEO / ABDD Executives | **Total pages:** | 4 |
| **Date:** | 8 May 2024 | | |

**Subject:** **A240526** **<u>《保障消費者防詐騙約章 2.0》之相關市場推廣安排</u>**
**<u>Corresponding Promotional Arrangement for the Anti-Scam Consumer Protection Charter 2.0</u>**

## 《保障消費者防詐騙約章 2.0》之相關市場推廣安排

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| **背景** | • 香港金融管理局及香港銀行公會繼早前推出防範信用卡騙案和其他數碼詐騙的工作，現攜手推出《保障消費者防詐騙約章 2.0》（《約章 2.0》）。<br>• 參與《約章 2.0》的金融機構和商戶（統稱「參與機構」）攜手合作協助公眾保護其銀行、信用卡、投資、保險及強制性公積金（強積金）帳戶及其他重要個人資料和防範相關騙案。<br>• 參與機構涵蓋不同行業，友邦保險 (國際) 有限公司是參與機構之一。 |
| **相關安排** | 我們作為參與機構之一，承諾：<br>1) 不會向客戶發送附有超連結的即時電子訊息以索取個人資料<br>2) 在與客戶和公眾的通訊中加入反詐騙訊息<br>3) 提供合適渠道予客戶查詢<br>4) 加強前線員工的相關培訓<br><br>**<u>公司已於 4 月 30 日在下列四項作出市場推廣方面的相應安排。詳情請參閱附錄。</u>**<br>• 「iSay 友分享」(附錄)<br>• 「iShop GO」(附錄)<br>• 「AIA 開餐保 2」(附錄)<br>• 「AIA Connect 友聯繫」(附錄) |

如有任何查詢，請電郵至 HK.CustomerandMarketing@aia.com。

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## Corresponding Promotional Arrangement for the Anti-Scam Consumer Protection Charter 2.0

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| **Background** | • Following schemes to combat credit card scams and other digital frauds, the Hong Kong Monetary Authority and the Hong Kong Association of Banks jointly launched the Anti-Scam Consumer Protection Charter 2.0 (Charter 2.0).<br>• Under Charter 2.0, financial institutions and merchant institutions (collectively referred to as "Participating Institutions") cooperate to help the public safeguard their bank, credit card, investment, insurance and mandatory provident fund (MPF) account and other key personal information, and combat against scams and frauds.<br>• Participating institutions span across different sectors, with AIA International Limited being one of the participating institutions. |
| **Corresponding Arrangement** | As one of the participating institutions, we will undertake to:<br><br>1) refrain from sending any instant electronic messages with embedded hyperlinks to acquire personal information from customers<br>2) incorporate anti-scam messages in the communication with customers and the general public<br>3) provide suitable channels for customers to make enquiries<br>4) enhance relevant training for frontline staff<br><br>**We have already made corresponding promotional arrangement in the following four items on 30 April. Please refer to appendix for details.**<br>• iSay (Appendix)<br>• iShop GO (Appendix)<br>• AIA Dining Cover 2 (Appendix)<br>• AIA Connect (Appendix) |

For enquiries, please email HK.CustomerandMarketing@aia.com.

Best regards,

Kenneth Luk
Head of Customer and Growth Marketing

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**附錄 — 《保障消費者防詐騙約章 2.0》之相關市場推廣安排**
**Appendix – Corresponding Promotional Arrangement for the Anti-Scam Consumer Protection Charter 2.0**

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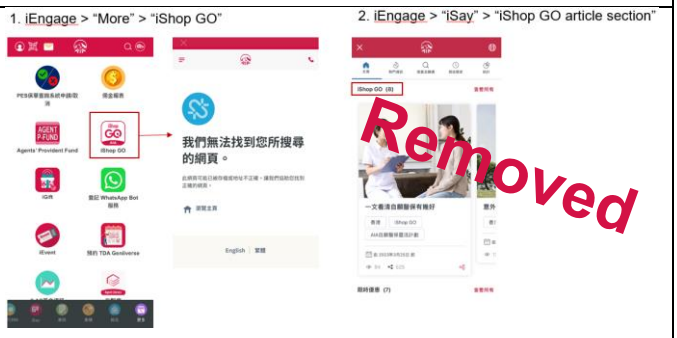
| **「iSay 友分享」**<br>• 暫時移除所有文章中的「聯絡我們」表格，並將於 8 月更新，提供一鍵確認表格，無需收集個人資訊，恢復「銷售機遇」<br><br>• Temporarily removed "Get-in-Touch" form in all iSay articles and will replace with a new "One Click Acknowledgement Form" in August for the iSay lead generation without collecting personal data |  |
| **「iShop GO」**<br>• 已停用「iShop GO」<br>• 刪除「iSay 友分享」內的「iShop GO」相關文章<br><br>• Disabled iShop GO<br>• Removed iShop GO articles in iSay |  |

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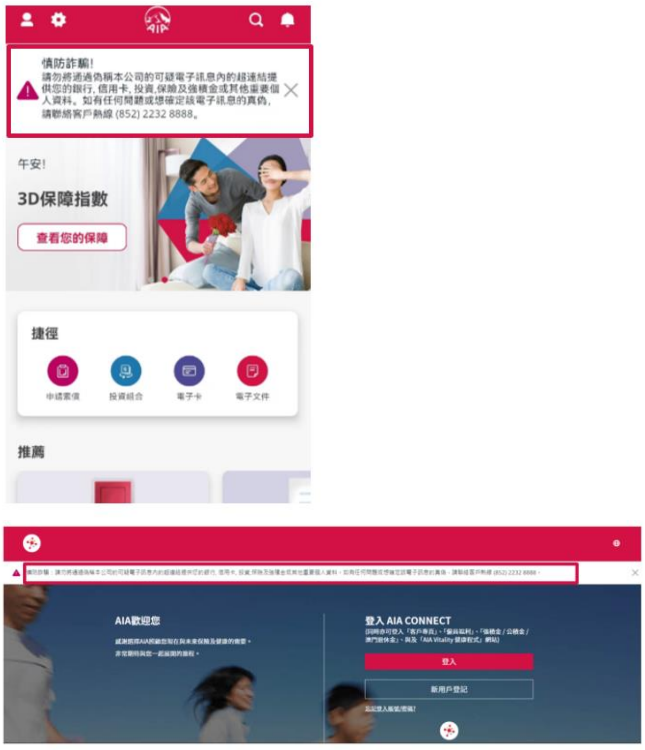
| **「AIA 開餐保 2」/ AIA Dining Cover 2**<br><br>• 由 4 月 30 日起，「AIA 開餐保 2」保單成功簽發、續保或期滿時所發送的客戶短訊中已移除連結，並以不可點擊的文字取替網址<br>• From 30 April, hyperlinks in customer notification SMS for AIA Dining Cover 2 policy issuance, renewal and expiry will be removed and replaced by non-clickable text |  |
| **「AIA Connect 友聯繫」**<br><br>• 於「AIA Connect 友聯繫」流動程式內和客戶網站向公眾發布網路釣魚警報提醒訊息<br><br>• Publish phishing alert message to public in AIA Connect Mobile App and Customer Portal |  |

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