

## Appendix 10 – CIRO Membership Disclosure Policy (as required under CIRO Rule section 2285)

### CIRO Membership Disclosure Policy

#### 1. Introduction

This policy establishes minimum requirements for disclosure of CIRO Membership pursuant to subsection 2285(1) of the CIRO Rules. The purpose of this Policy is to promote client awareness of the regulatory oversight exercised by CIRO in respect of *Dealer Members* and their *Approved Persons*.

#### 2. Definitions

For the purpose of the disclosure requirements described in this policy, the term:

“**CIRO Advisor Report**” refers to CIRO’s searchable database that allows investors to research the background, qualifications, and disciplinary history on advisors and other Approved Persons sponsored by CIRO-regulated Dealer Members by generating an electronic report.

“**CIRO Disclosures**” refers to the CIRO Logo and CIRO Official Brochure, collectively.

“**CIRO Logo**” means the logo prescribed by CIRO, from time to time, for use by Dealer Members.

“**CIRO Official Brochure**” means any publication prescribed by CIRO, from time to time, which explains how CIRO protects investors, and which CIRO authorizes for public distribution.

“**CIRO Website**” refers to [www.ciro.ca](http://www.ciro.ca) (for English) or [ocri.ca](http://ocri.ca) (for French)

#### 3. Advisor Report

- (a) Each Dealer Member that provides products or services to retail clients must include a hyperlink and clearly visible reference to the Advisor Report on the homepage of the Dealer Member’s website and on any other Dealer Member webpage that includes a profile of a CIRO regulated investment advisor.
- (b) Each CIRO regulated investment advisor that provides products or services to retail clients must include a hyperlink and clearly visible reference to the Advisor Report on the homepage of their own website, where applicable.

#### 4. CIRO Logo

Dealer Members must use the CIRO Logo to satisfy all CIRO membership disclosure requirements set out in this policy. Specifically, a Dealer Member must include the CIRO Logo and a link to the CIRO Website on the Dealer Member’s homepage. Where the Dealer Member website or internet presence is part of a combined financial institution group website, the CIRO Logo must be included on Dealer Member’s main webpage.

Unless prohibited under section 6 of this policy, use of the CIRO Logo is optional in all other circumstances and available for general use by Dealer Members.

**4.1 CIRO Logo specifications**

The CIRO Logo must be clearly visible and reproduced directly from the format provided below or as made available on CIRO’s website.

Black and White (English and French)



Colour (English and French)



Additional requirements:

The minimum size for reproduction is 6.35 millimeters (0.25 inches) in height.

A separate black and white version must be used when the document/material is not being reproduced in colour.

**4.2 Client Account Statements**

Each Dealer Member must include the CIRO Logo on the front of each account statement that is sent to clients.

## 5. CIRO Official Brochure

The CIRO Official Brochure is entitled “How CIRO protects investors”. Dealer Members must provide an electronic or hard copy of the current version of the CIRO Official Brochure to:

- new retail clients at the time of account opening, and
- existing retail clients upon request.

A PDF version of the CIRO Official Brochure is available in English and French and is located on the CIRO Website. Dealer Members are responsible for the cost of providing a hard copy of the CIRO Official Brochure to retail clients.

If required, a hard copy of the CIRO Official Brochure is available in French and English and can only be ordered directly from CIRO.

## 6. Prohibitions

CIRO may direct a Dealer Member to cease using the CIRO Disclosures in the following circumstances:

- (a) if CIRO decides that its use is detrimental to the public’s interests or the interests of CIRO or its Dealer Members; and
- (b) upon suspension of its membership.

A Dealer Member is prohibited from using the CIRO Disclosures in any of the following circumstances:

- (a) where use of the CIRO Disclosures approves, endorses or guarantees a Dealer Member service or an investment product,
- (b) where use of the CIRO Disclosures is false or could reasonably be expected to deceive or mislead any person;
- (c) upon the termination of its membership, and
- (d) in connection with a subject matter or activity that is not regulated by CIRO.

Upon request by CIRO, a Dealer Member must provide samples of any materials that use or make reference to the CIRO Disclosures.

## 7. CIRO Contact

If you have any questions regarding the use of CIRO Disclosures, please contact Corporate communications and Public Affairs at [publicaffairs@ciro.ca](mailto:publicaffairs@ciro.ca) or Member Regulation Policy at [memberpolicymailbox@ciro.ca](mailto:memberpolicymailbox@ciro.ca).