

Agenda Item 4(b)(i)
June 28/22 EOC Meeting

Proposed Guidelines On Members' Utilization of CAFII Videos On Their Own Corporate Websites

CAFII develops and maintains a repository of content for the purpose of sharing valuable information about Credit Protection Insurance (CPI) and Travel Insurance products in keeping with its mission to educate the Canadian consumers on these products.

CAFII is committed to supporting its Member companies in their efforts to raise the profile and awareness of these products and welcomes the use of CAFII-developed content through their corporate marketing channels, including but not limited to website and social media.

The utilization of CAFII-developed content, particularly videos, by Member companies is an excellent way to raise the profile of the CAFII brand and generate increased awareness of it by consumers, and to encourage more visits to the CAFII website.

The following guidelines are proposed to govern Member company utilization of CAFII videos or other content across their corporate marketing channels:

Guidelines

Video

1. All CAFII content is available for sharing by Member companies on their websites and/or social channels.
2. Member Companies wishing to post content must obtain approval prior to doing so from the CAFII (Co-) Executive Director(s)
3. Video content, as publicly available on CAFII's YouTube channel, may be embedded on a Member company's website in its published form.
 - a. Video content may not be modified or altered in any way and/or without the express consent of the CAFII (Co-) Executive Director(s)
 - b. CAFII has disabled advertisements and external links from its videos to ensure security and compliance with its members' posting guidelines.
4. Raw video and/or design files will not be provided to a Member company for its use.
5. Attribution to CAFII, other than what already appears in the published videos or other content, is not required
6. A disclaimer may be added below the video or other content on the Member company's website, at the discretion of the Member company, should it wish to provide additional attribution or clarification on products.
 - a. All such disclaimers should be reviewed and approved prior to use by the CAFII (Co-) Executive Director(s). **Example:** This overview video is produced and owned by the Canadian Association of Financial Institutions in Insurance (CAFII), a non-profit industry Association. The information shown in the video is generic and not intended to describe specific coverages provided by [Member company name], or any of its credit protection insurance or travel insurance underwriters [state any relevant exclusions and/or provide any additional information]

Maintenance & Support Process

To support the accuracy and integrity of CAFII's content on its corporate channels and those of its Member companies, CAFII Management will

- regularly scan content of videos to ensure that it is current; and
- regularly scan website content to ensure that there are no broken links (e.g. the links posted on the "how to make a claim" section of the CAFII website all open to the proper claims sections of member company websites).