



**VOLUNTARY GUIDELINES FOR CONSUMER CONFIDENCE  
IN ONLINE FINANCIAL SERVICES**

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The Financial Services Roundtable  
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- Put consumer education about security and fraud prevention in a prominent place on your institution's website home page.
- Establish a single point of contact within your institution for serving any customers with fraud, security or identity theft issues.
- Strongly encourage the move to "online" financial services—even if only to monitor accounts on a frequent and regular basis.
- Encourage customers to "turn off" paper bills, checks and statements, and shred any paper documents with personal information.
- Encourage customers to keep their computer software updated to repel attacks, including updating software and installing security programs.
- If a breach occurs, address it immediately—with your communications systems coordinated to assure that your institution speaks with "one voice."
- Use diverse communication channels to spread the same consistent message, from facts about online security to consumer protections.
- If you are not already a member, join the Identity Theft Assistance Center.
- Make sure ALL your financial institution personnel have a basic understanding of the facts concerning the safety of online financial services.
- Incorporate security awareness and education, fraud reduction education, and safety of online financial services education into your corporate wide training programs.

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