

# Advisory

## Title: Deposit Insurance Advertising Guideline for Credit Unions and CUDIC Microsite Launch

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**Date:** August 20, 2024  
**Distribution:** CEOs and General Managers B.C. Credit Unions  
**Advisory Number:** 24-035

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### PURPOSE

BC Financial Services Authority (“BCFSA”) has updated its Deposit Insurance Advertising Guideline and deposit insurance brochure for B.C. credit unions. The updated Deposit Insurance Advertising Guideline (“Guideline”) is now available on [BCFSA's website](#), along with an updated advertising brochure.

### BACKGROUND

The Guideline provides B.C. credit unions with principles and messaging to use when advertising deposit protection provided by the Credit Union Deposit Insurance Corporation of British Columbia (“CUDIC”). B.C. credit unions should apply the expectations outlined in the Guideline to its advertising in print, radio, television, online, and/or social media networks. The Guideline replaces the advertising requirements previously published on BCFSA’s website.

The updated CUDIC deposit insurance brochure, [Your Guide to BC Credit Union Deposit Insurance](#), is now available in a tri-fold and one-page option.

BCFSA has also launched a microsite for B.C. credit union members which explains the CUDIC deposit insurance guarantee. Visit [cudicbc.ca](#) to see the new microsite.

### ADDITIONAL INFORMATION

In August 2021, BCFSA redesigned the CUDIC fund protection symbol which represents the deposit insurance coverage provided by CUDIC. BCFSA provided all B.C. credit union branch locations with decals and brochures that feature the redesigned CUDIC fund protection symbol. All credit unions are required to display the symbol at all branches and on their websites as required.

If you have questions or concerns about this Advisory, please contact [depositinsurance@bcfsa.ca](mailto:depositinsurance@bcfsa.ca).