

Guidance and Toolkit Information about the Dutch Deposit Guarantee

September 2021 – Version 1.01

DeNederlandscheBank

EUROSYSTEM

Contents

2	Summary	3
1	Background	4
2	Communication style	6
3	Logo	8
4	Model texts	9
5	Videos, social media and visuals	13
6	Contact	14

Summary

De Nederlandsche Bank (DNB) started actively informing the public about the Dutch Deposit Guarantee in early 2021. At the heart of the strategy is an approach consisting of three pillars: First, DNB will improve the quality and accessibility of information on its website about deposit guarantee.

This information can also be accessed via www.depositogarantie.nl. Second, DNB will start actively providing information via social media. In doing so, DNB will initially focus on the target groups where awareness of deposit guarantee is lowest.

Third, DNB will contribute to the harmonised provision of information by making model texts and accompanying visual materials available to banks. Banks may make use of this information at their own discretion.

This Guidance and Toolkit for Information on the Dutch Deposit Guarantee provides the necessary basis on which banks can provide information on the Dutch Deposit Guarantee. Important elements are: (i) the description of the communication style (section 2), including key formulations, (ii) the description of (the use of) the logo for the Dutch Deposit Guarantee (section 3), (iii) the model texts for providing information on websites (section 4) and supporting audio visual materials in the form of videos and visuals (section 5).

This documentation should be seen in conjunction with the separate Dutch Deposit Guarantee media resources overview, which includes all media resources and a technical description.

1 Background

4 The Guidance and Toolkit for Information about the Dutch Deposit Guarantee is intended to contribute to consistent communication by banks. This is an important part of DNB's approach to increase the Dutch public's awareness of the deposit guarantee. The use of the model texts and accompanying visual materials is optional.

Importance of information

By protecting consumers' savings up to €100,000, the Dutch Deposit Guarantee will reduce the risk of a bank run. This contributes to financial stability. One precondition for this preventive effect is that the Dutch public is sufficiently aware of the Dutch Deposit Guarantee. Research shows there is room for improvement in this regard. This is why DNB is working to raise public awareness of the Dutch Deposit Guarantee.

Certain minimum requirements for the provision of information by banks on deposit guarantees have applied since 2015. These include the periodic provision of a standardised fact sheet and periodic mention of deposit guarantee protection on account statements.

Through the guidance and the material provided in this toolkit, DNB aims to further support the provision of information by banks on the Dutch Deposit Guarantee. The model texts and accompanying visual materials in this toolkit will

contribute to consistent and clear communication about the Dutch Deposit Guarantee. The use of the model texts and visual materials by banks is voluntary.

Regulatory framework

Under the revised Deposit Guarantee Directive, Dutch banks are required to provide information about the Deposit Guarantee to current and potential customers. Banks provide information about deposit guarantee through four main channels: (a) general information on the bank's website, (b) in product information to potential customers, (c) information on the account statement and (d) annual provision of the fact sheet.

In this way, banks comply with Section 3:263 of the Financial Supervision Act (*Wet op het Financieel Toezicht, Wft*) under which banks must provide information about the Dutch Deposit Guarantee (1st paragraph). The information must be such that customers are able to ascertain whether a product falls under the protective scope of the Dutch Deposit Guarantee (paragraph 2). Further rules are laid down in the Decree on Special Prudential Measures, Investor Compensation and Deposit Guarantees under the Financial Supervision Act. It follows from this that banks must provide the information referred to in Article 16 of the Deposit Guarantee Directive. The guidance, model texts and accompanying visual materials in this toolkit currently focus on the general information on the websites and the product information that is

provided. The model texts and accompanying visual materials offered do not affect those parts of the information provided by banks whose form and content have been precisely defined (i.e., the Deposit Guarantee Scheme Fact Sheet).

2 Communication style

6

In its communications about the Dutch Deposit Guarantee, DNB aims to strike the right balance between simple and clear texts that are at the same time sufficiently comprehensive. This section will explain the key choices made in the communication style for the Dutch Deposit Guarantee.

Concept tests during the development of the communication style showed that the message and purpose of (information on) deposit guarantee must be clear. There must be clear descriptions of the most important features. This is done by emphasising that (i) people are automatically entitled to protection under the Dutch Deposit Guarantee, (ii) accounts at all Dutch banks are protected by the Dutch Deposit Guarantee, (iii) the coverage is from 1 cent to €100,000 per person and (iv) it applies to all checking and savings accounts.

Name of deposit guarantee

The statutory Dutch deposit guarantee was previously not given an independently recognisable name. With the transition to providing active public information, DNB has opted to refer to it as the 'Dutch Deposit Guarantee'. The choice of these words is based on the following considerations:

- **Dutch** - We use the term Dutch Deposit Guarantee to distinguish between (i) the deposit guarantee that applies to Dutch banks and is implemented by DNB and (ii) the deposit guarantee from other EU member states that applies to foreign banks operating in the Netherlands.

- **Dutch Deposit Guarantee** – Through the choice of words, we say that savers' assets are protected by a deposit guarantee rather than a deposit guarantee scheme. The emphasis on 'guarantee' rather than 'scheme' helps to focus on the guarantee rather than how it is provided.

Key message

Dutch Deposit Guarantee. Protects your money in the bank

The key message summarises how DNB wants to communicate about the Dutch Deposit Guarantee. The words "protects" and "in the bank" are key in this respect. Protects is a verb and emphasises that Deposit Guarantee is something that is actively offered without bank customers having to do anything. They are automatically covered. The key message is reflected particularly in the active information provided by DNB and is directly visible on the Dutch Deposit Guarantee website.

In communications by Dutch banks, when using the model texts, the emphasis is on the message that customers' money at this bank is "protected by" the Dutch Deposit Guarantee.

Website of the Dutch Deposit Guarantee

The Dutch Deposit Guarantee has an easily recognisable and simple address where the general public can find information: www.depositogarantie.nl.

Visitors are redirected to the DNB website which includes the information on the Dutch Deposit Guarantee. Banks are encouraged to use www.depositogarantie.nl to refer to information about the Dutch Deposit Guarantee.

Key wordings

DNB's communication about the Dutch Deposit Guarantee is based on a number of key wordings that have been tested on the Dutch public. These key formulations are central and reinforce the clarity and reliability of the information provided. DNB encourages banks to make as much use as possible of these key formulations, which are also reflected in the model texts in Section 4.

- **Protected** – This wording emphasises that money in bank accounts is protected and that money is safe because of the guarantee. This is preferred to the wording that accounts 'fall under' the Dutch Deposit Guarantee, as this creates confusion in situations where a bank has failed.
- **From 1 cent to €100,000** – This wording avoids placing excessive emphasis on the upper limit of deposit guarantee protection. The upper limit is an amount which is far removed from the personal situation of many savers. This is overcome by also mentioning the lower limit (1 cent), which engenders confidence.

- **Automatically** – Anyone who has an account in a bank is automatically protected by the deposit guarantee. There is no need to do anything. Mentioning this helps address concerns that one is only protected after registration, for example.
- **On behalf of the Dutch government** – The Dutch Deposit Guarantee is implemented by De Nederlandsche Bank on behalf of the Dutch government. This makes it clear that De Nederlandsche Bank performs this executive role for the government.
- **Whichever bank you are with** – This wording makes it clear that all Dutch banks participate in the deposit guarantee scheme. This adds to the certainty that money in accounts is protected.
- **Your money** – Many people immediately switch off when they hear financial terms because they think it is not intended for them. This is addressed by inclusion of these phrases that speak directly to the public.

Logo

Part of the communication style is an independently recognisable logo for the Dutch Deposit Guarantee. This logo may be used by DNB and by banks whose account balances are covered by the Dutch Deposit Guarantee. Section 3 will discuss the logo in more detail.

3 Logo

8

A logo has been designed that expresses the statutory and automatic protection provided by the Dutch Deposit Guarantee. The logo is a euro symbol surrounded by a protective shield.

Use of logo by banks

Banks can use the logo of the Dutch Deposit Guarantee on the homepage of their website, the product page of a specific payment or savings product, on account statements and/or in the app.

If used by the bank, the logo must be applied in combination with the wording 'Protected by Dutch Deposit Guarantee'. Several variations have also been designed, which can be used in the DNB theme colour (royal blue), black, white or in the bank's own brand colour.

The only other permitted variation of this wording is without the words 'protected by'. For banks, DNB advises using this variation only on a bank's general website that provides information about the Dutch Deposit Guarantee.

The logos are available in various formats (e.g. single, double or triple line), see below. DNB will be happy to advise banks on the use of the logos in public communications about deposit guarantee schemes.

Use of logo in advertising

DNB currently offers no guidance on the use of the logo in bank advertising. This may be included in the toolkit at a later stage.

Use of the logo in advertising is possible if a bank thereby complies with Section 3:264 of the Wft, whereby a bank limits itself to a factual description of how the Dutch Deposit Guarantee works when stating in an advertisement that protection by the Dutch Deposit Guarantee Scheme applies.

Overview of logo variations

The exact logos and accompanying technical explanations are included in the Dutch Deposit Guarantee media resources overview.

4 Model texts

Banks may use the model texts provided in this section to provide information on the protection offered by the Dutch Deposit Guarantee. The model texts are in line with the information (and corresponding formulations) that DNB provides on its website. The use of the model texts - either by copying them in full or using them as the basis for their own texts - is at banks' own discretion.

General information about the Dutch Deposit Guarantee

9

In line with the requirements of Article 16(1) of the Deposit Guarantee Schemes Directive, banks must make information available on their website about the protection offered by the Dutch Deposit Guarantee. This is usually done on a stand-alone page where the most important information can be found. The model text offers a careful balance between accessible and easy-to-read information (that does not scare people off) on the one hand, and the right nuances to be complete on the other. For the most complete information and examples, please refer to DNB's website (www.depositogarantie.nl).



Nederlandse Depositogarantie

Your money is protected by the Dutch Deposit Guarantee

Your money held in accounts at [name of bank] is legally protected by the Dutch Deposit Guarantee, from 1 cent to €100,000. This protection applies per person and applies to the total amount that you have in your accounts at [trade name 1], [trade name 2], [trade name 3] [etc.]. You do not have to do anything for this.

How does it work?

In the event of a bank going bankrupt, the deposit guarantee allows you to get your money back within 10 working days. This protection is automatic. De Nederlandsche Bank is the administrator of the Dutch Deposit Guarantee on behalf of the government. For more information about the Dutch Deposit Guarantee, go to www.depositogarantie.nl.

What is protected?

The money you have in an account at a bank is protected. For example, in your current account, savings account or term deposit. Your investments in, for example, bonds, shares or cryptos are not protected by the Dutch Deposit Guarantee.

Who is protected?

The Dutch Deposit Guarantee automatically protects the money of all individuals and almost all firms and organisations. The only exceptions are government organisations and financial firms.

Up to what amount?

The Dutch Deposit Guarantee protects your money in accounts at [name of bank] from 1 cent to €100,000. This limit applies per person and covers the total amount of all your accounts at [trade name 1], [trade name 2] and [trade name 3].

Do you have a joint (and/or) account, for instance with your partner? Then all account holders are independently covered by the Dutch Deposit Guarantee. A joint account held by two persons can therefore be protected up to €200,000 if these persons do not have any other accounts at the bank.

Companies

The legal form of a company determines its level of protection. If a company is a legal entity, as in the case of a private limited company (BV), it has independent deposit guarantee protection up to €100,000. If the company is not a legal entity, for example in the case of self-employment, the money in the business account must be added to the owner's personal accounts. Please visit www.depositogarantie.nl for calculation examples that can help determine how much of your money is covered by the deposit guarantee.

Additional protection when buying or selling your own home

Are you going to buy your own home or have you sold your house? Then, as a individual, you have additional protection during three months for the money that is related to the purchase or sale. The additional protection is linked to the amount of the purchase or sale agreement and amounts to a maximum of € 500,000. This protection is in addition to the standard coverage of €100,000. Please visit www.depositogarantie.nl for more information on this additional protection.

Want to know more about the Dutch Deposit Guarantee?

We are happy to answer your questions about the protection of your money by the Dutch Deposit Guarantee. Please contact [...].

You can read all about the protection offered by the deposit guarantee scheme to your money at [name of bank] in the Deposit Guarantee Fact Sheet. [\[View here\]](#).

More information on the Dutch Deposit Guarantee can be found at www.depositogarantie.nl, a website of De Nederlandsche Bank, which administers the Dutch Deposit Guarantee.

In addition, this toolkit offers optional model texts that banks can use in their explanations about the protection of bank savings deposits and third-party accounts. In line with this, DNB is happy to advise on formulations for other special situations. Where useful, these can also be added to a future version of this guidance.

Bank deposit on owner-occupied property

Do you have a bank savings deposit for your own home with [name of bank]? Special treatment applies to this product. If the bank goes bankrupt, your bank savings deposit for owner-occupied houses will automatically be set off against the associated owner-occupied house debt (or: mortgage debt). In almost all cases, the balance of the bank savings deposit will therefore decrease to zero. In an exceptional situation, however, it may be the case that the amount on your bank savings deposit for owner-occupied houses is larger than the connected owner-occupied house debt. The remainder of the bank savings deposit will then simply be eligible for compensation by the Dutch Deposit Guarantee.

Third-party accounts

In some cases, an account holder may hold money on behalf of one or more other persons or companies. This is called a trust account. If a trust account meets a number of conditions, it is those other persons who are protected by the Dutch Deposit Guarantee. In the case of a trust account, the money is added to the other money of this person or company at the same bank.

Information on product pages

On product pages, banks may briefly state the applicability of protection under the Dutch Deposit Guarantee to the product in question.

It is up to banks themselves to assess whether a particular product is eligible for protection under the Dutch Deposit Guarantee. DNB offers the following model text for product pages.

Money in this account is automatically protected by the Dutch Deposit Guarantee. From 1 cent to € 100,000 per person, per bank. Do you want to know exactly how it works? Please visit our [link to own page with DGS information] information page [link to own page with deposit guarantee information] or www.depositogarantie.nl.

Information on home page

DNB encourages banks to state on the home page of their website that the Dutch Deposit Guarantee applies to current and savings accounts ('deposit products'). This can be done by using the model text below, possibly in combination with the logo "Dutch Deposit Guarantee". It is important that the wording does not suggest that the Dutch Deposit Guarantee protects more products and services (e.g. financial instruments, crypto and securities) than is actually the case. DNB would like the logo and/or the text to refer to the page with its own general information about the Dutch Deposit Guarantee. Does your bank offer deposit products mainly other than current and savings accounts (for example, mainly investment accounts or tax-efficient savings products) and do you want to make a general statement about the Dutch Deposit Guarantee? DNB will be happy to advise on the most appropriate way of providing information about the applicability of the Dutch Deposit Guarantee.

At [name bank] your money in checking and savings accounts is protected from 1 cent to € 100,000 per person, per bank. [Read more about the Dutch Deposit Guarantee [link to own page with deposit guarantee information].

Provision of the fact sheet and account statements

The periodic provision of the fact sheet to new and existing customers is part of the mandatory provision of information by banks on the Dutch Deposit Guarantee. This also applies to the statement of the protection for the Dutch Deposit Guarantee on account statements and the annual financial statement.

DNB does not currently offer guidance on all these compulsory elements of the information on the Dutch Deposit Guarantee. The ambition is to add this to the toolkit at a later stage, with due regard for the statutory provisions.

Internet banking and apps

Banks increasingly communicate with their customers through online banking and apps. DNB currently offers no guidance on the use of information about the Dutch Deposit Guarantee and the logo in apps and online banking. This may be included in the toolkit at a later stage. DNB will be happy to advise banks about informing customers on the Dutch Deposit Guarantee and use of the logo in online banking and apps.

5 Videos, social media and visuals

In addition to the logo, DNB will make available various videos and visuals that can be used by banks to support the provision of information about the Dutch Deposit Guarantee.

Videos

DNB has made several videos as part of its efforts to inform the public about the Dutch Deposit Guarantee. These include a general introductory video and several explainer videos that discuss specific aspects of the Dutch Deposit Guarantee. Banks can use the videos to support the provision of information.

- The general introductory video is available in a long version (60 seconds) and short version (30 seconds). The videos are offered in different image formats. The long version is used by DNB on the main page providing information about the Dutch Deposit Guarantee.
- DNB will release available explainer videos on a number of key questions: (i) is my money protected at my bank?; (ii) up to what amount is my money protected?; (iii) does the deposit guarantee also apply to my business?; (iv) is everyone's money protected?; (v) how do I get my money back? The videos are offered in different image formats.

For more information and technical explanations, see the Dutch Deposit Guarantee media resources overview.

Social media

To support active informing the public, DNB has developed videos that can be used on social media. Through various questions, e.g. "what is the deposit guarantee", the main features of deposit insurance are highlighted and the Dutch public is invited to read more about the Dutch Deposit Guarantee at www.depositogarantie.nl.

DNB makes the videos available to banks. For more information and technical explanations, see the Dutch Deposit Guarantee media resources overview.

Visuals

The information about the Dutch Deposit Guarantee is provided from the perspective of ordinary Dutch people who have a current and/or savings account. The visuals are used to emphasise the recognisability of this perspective.

DNB makes the visuals available to banks. For more information and technical explanations, see the [Dutch Deposit Guarantee media resources overview](#).

6 Contact

14

Do you have any questions about this guidance and toolkit? Please contact dgs@dnb.nl.

DeNederlandscheBank

EUROSYSTEEM

De Nederlandsche Bank N.V.
PO Box 98, 1000 AB Amsterdam
+31 20 524 91 11
dnb.nl