

Proposed MFDA Rule

2.13 DISCLOSURE OF MFDA MEMBERSHIP

2.13.1 Definition. For the purposes of complying with the MFDA membership disclosure requirements under this Rule,

“MFDA Logo” means the [Logo](#) prescribed by the Corporation, from time to time, for use by [MFDA](#) Members.

2.13.2 Account Statement. Members must include the MFDA Logo on the front of each account statement followed by the web address of the official website of the MFDA.

2.13.3 Member Website. Members must include the MFDA Logo on the Member’s homepage followed by a link to the official website of the MFDA.



MFDA POLICY NO. 10

DISCLOSURE OF MFDA MEMBERSHIP

1. INTRODUCTION

This Policy establishes minimum requirements for disclosure of MFDA Membership pursuant to MFDA Rule 2.13 (Disclosure of MFDA Membership). The Rule requires Members to include the MFDA Logo on account statements and on the Member's website. MFDA Members must use the MFDA Logo prescribed in this Policy to satisfy the MFDA membership disclosure requirements set out in Rule 2.13.

The purpose of Rule 2.13 and this Policy is to promote client awareness of the regulatory oversight exercised by the MFDA in respect of MFDA Members and their Approved Persons.

2. DEFINITION OF THE MFDA LOGO

Pursuant to MFDA Rule 2.13, the MFDA Logo means the ~~Logo~~logo prescribed by the Corporation, from time to time, for use by ~~MFDA~~ Members. For the purpose of the disclosure requirements prescribed in Rule 2.13, the MFDA Logo includes the image of the MFDA's trademark design and the English words "Regulated by Mutual Fund Dealers Association of Canada" or the French words "Réglementée par Association canadienne des courtiers de fonds mutuels".

3. MFDA LOGO ON ACCOUNT STATEMENTS AND ON THE MEMBER'S WEBSITE

Members must include the MFDA Logo on the front of each account statement that is sent to clients. Members must also include the MFDA Logo on the Member's website homepage. Where the Member's site or internet presence is part of a combined financial institution group website, the MFDA Logo must be included on the Member's main page.

In addition, the MFDA Logo must be followed by the web address of the official website of the MFDA, which is www.mfda.ca, on both the account statement and on the Member's website.

For the purposes of complying with Rule 2.13 and this Policy, Members may determine the size of the MFDA Logo depending on what would reasonably be considered to be an appropriate size for the individual layout of the account statement or website. However, Members must ensure

that the MFDA Logo is clearly visible and prominently included on the front of the account statement and on the Member's website.

Specifically, the MFDA Logo that Members are required to include on account statements and on their website is reproduced below:

Black and White (English and French)



Colour (English and French)



4. PROHIBITIONS ON USE OF THE MFDA LOGO

In accordance with MFDA By-Law No. 1, a MFDA Member will be prohibited from including the MFDA Logo on account statements and on its website upon suspension of the Member's membership in the MFDA or upon the termination of the Member's membership in the MFDA.