

From: Katie Segner <KSegner@SpiritBank.com>
Sent: Tuesday, March 28, 2023 9:03 AM
To: Comments
Subject: [EXTERNAL MESSAGE] December 21, 2022 - FDIC Official Sign and Advertising Requirements, False Advertising, Misrepresentation of Insured Status, and Misuse of the FDIC's Name or Logo; Comment Request (RIN 3064-AF26)

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Dear FDIC Board of Governors:

I wanted to comment on the proposed changes to the FDIC advertising requirements. I do appreciate your work to keep the money that our customers entrust to us safe.

As a bank marketer, we already follow (and are examined on) UDAAP regulations to make sure that our advertisements are not deceiving our customers. With regard to some of your proposed changes:

Digital Signs *IDIs would be required to display the digital sign clearly, continuously, and conspicuously on the relevant pages or screens under the proposed rule. To be clear and conspicuous, the digital sign must be displayed in a continuous manner, near the top of the relevant page or screen, in close proximity to the IDI's name. If it is determined that a digital sign is necessary, I would recommend allowing your banks flexibility on where they would put this on a page. In addition, many websites have a template that carries through (especially in a header) to each page of the site, so a page may contain the statement, but not actually have a product on that page that is insured. This would allow the option of placing the correct statement on the correct page.*

ATMs *Under current regulations governing ATMs and like devices, IDIs have the option to display the physical official FDIC sign. The FDIC believes, however, that accurate signage across digital, mobile, and physical banking channels is critical to providing clear information on deposit insurance coverage to depositors. While I am assuming this rule refers to bank-owned ATMs, I believe this will cause even more confusion for the customer when they use ATMs from other banks who may have different products covered.*

The true concern for consumers lies with entities that aren't banks that falsely advertise financial services with the FDIC logo/name.

I appreciate the ability to offer feedback.

Katie Segner
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