



Jerusalem
November 26, 2017
822-17-BC

To: **The banks**
Attn: CEO

Re: The tracks service—increasing awareness and encouraging enrollment among small businesses

Reference: Our letter dated June 21, 2015

In view of the real possibility for small businesses to reduce account management costs by switching to the tracks service defined by the Banking Supervision Department, and in continuation of the steps taken in the past to increase customers' awareness of the tracks service established in the Fees (Service to Customer)(Fees) Rules, 5768-2008 (hereinafter, "the Fees Rules"), we request that you further act to identify customers and increase their awareness of this possibility, as follows:

1. **Among the bank's customers, identify small business customers** as defined in the Fees Rules, and individual customers that are authorized businesses, that have not yet joined the tracks service and that over the course of July–December 2017 paid a cumulative total of at least NIS 10 each individual month, for the two following services: teller-executed transaction and customer-executed transaction (hereinafter, "the Customers").
2. **To notify each one of these Customers in writing, through a designated document (hereinafter, "Notice to the customer"),** in a manner that the Customer generally receives notices from the bank, of the following information, in a simple and prominent manner:
 - a. The amount that the customer was actually charged for each one of the abovementioned months, compared with the cost of each of the Basic Track and the Extended Track had the Customer joined one of them;
 - b. The number of transactions (teller-executed transaction and customer-executed transaction) that the Customer carried out, arranged by month;
 - c. A detailed listing of the ways to join the tracks service, as established in Section 4a of the Fees Rules.



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3. **In addition, the Notice to the customer should state, in a particularly prominent form, the amount of the annual savings for the customer, if said customer would join, for each one of the tracks**—to the extent that activity over the course of a full year is similar to the activity conducted over the half year.
 4. The Notice to the customer shall be sent no later than February 28, 2018. It may be attached to other notices that the bank sends its customers, provided that it is sent no later than said date.
 5. It should be noted that the bank is permitted to initiate activities, beyond sending the Notice to customers, in order to enhance their awareness of the worthwhileness of enrolling in the tracks service and to receive their consent to joining, among other things through telephone calls and sending SMSs.
 6. On July 15, 2018, you are hereby requested to send us the following information:
 - a. The number of customers belonging to the group of customers noted in Section 1 above, as of February 28, 2018 (prior to sending the Notice to customers), divided into small businesses and authorized businesses.
 - b. The number of customers that joined the tracks service beginning March 1, 2018 and through June 30, 2018, and that belonged to the group noted above prior to their joining, divided into small businesses and authorized businesses.

Sincerely,

Ms. Odeda Perez
Deputy Supervisor of Banks

cc: Dr. Hedva Ber, Supervisor of Banks