

Open door policy – support for customers

We're here to **make people happier about money**. One way we can do this is by making sure our products are accessible and inclusive.

For instance, our M Account is a super straight forward current account. It exceeds the HM Treasury minimum standards for basic bank accounts with a contactless debit card, a linked savings account and app-based money management tools. It's also designed to be accessed by all, including those who have experienced financial difficulties or who have a poor credit record.

Standard eligibility

As with any bank account, we carry out eligibility checks and will only offer an account if our minimum requirements are met. These are in place to protect customers, colleagues, and the bank.

To open an account, an applicant must be:

- 16 or over (18 or over if applying online)
- A UK or EU resident
- Free of any convictions for fraud or financial crime

Financial support

We appreciate that customers can face unexpected difficulties, and we want to be there to support them.

For example, if a credit card customer falls behind with their payments, our Collections and Recoveries policy ensures the problem is identified early and that we provide appropriate support and resolution. This could include carrying out income and expenditure assessments and referral of customers to free, independent advice to help manage their finances.

Customers with additional questions about money, from mortgage payment holidays to contactless spending limits, can find tips and support from our Red Team [here](#).

Sustainable and accessible practices

We're working with customers, colleagues and communities to encourage sustainable practices and economic activity, which create shared prosperity. A key focus is on how we support customers going through a difficult time and learn from this to enhance customer experiences for everyone.

Right now, we are working on:

- Understanding, enabling, and empowering vulnerable customers.
- Adopting Inclusive Design, where insights from colleagues' and customers' experiences is reflected in the design of products, services, and communications. This removes barriers to becoming or prospering as a customer for those who might particularly struggle, in a way that enhances the experience for everyone.
- Partnering with organisations in our communities who can provide additional support, e.g. piloting new services with Macmillan Cancer Support.

Details on our accessible services can be found [here](#).

Working in the community

We are committed to helping customers escape poverty. We are currently identifying customers who are impacted by poverty premiums – the additional costs people on low incomes pay for essential products and services – and understanding the specific impacts of these. This will help inform activities that enable and empower customers to make different decisions that can help mitigate the impact of poverty premiums. We are also working with cross-sector organisations to understand and reduce drivers of poverty premiums in the communities we serve.