

# CIRO's Office of the Investor: Fiscal Year in Review

## January 1, 2023

CIRO is created through the amalgamation of the Mutual Fund Dealers Association (MFDA) and the Investment Industry Regulatory Organization of Canada (IIROC)

## January 2023 Onward

- Outreach and collaboration with CSA, other regulators and investor advocates
- Supported IAP meetings

## Summer 2023

The initial team for the Office of the Investor is formed to:

- research investor behaviours and experiences
- deliver investor education
- bring the voice of investors to CIRO's regulatory activities
- support CIRO's Investor Advisory Panel

Understand

Inform

Elevate

## November 2023

Published our **Blueprint**—a strategy designed to guide our actions and provide transparency on our areas of focus, including:

- Financial Challenges Facing Canadians and the Impact on Investing
- Complaint Handling and Investor Redress
- The Investor/Advisor Relationship
- Fraud, Scams and Financial Exploitation
- Investment Decision Making, Risk and Suitability

## September 2023 – March 2024

Participated in 3 investor education social media campaigns, including IOSCO's World Investor Week, Financial Literacy Month and Fraud Prevention Month

Significantly expanded our catalogue of investor resources:

- Created 3 investor brochures
- Published over 25 articles and guides, under the topics of:
  - Investing Basics
  - How CIRO Protects Investors
  - How to Make a Complaint
  - Avoiding Fraud and Protecting Your Investments
  - Understanding Risk

## December 2023

Launched our national retail investor survey

## January 2024

Conducted investor testing of a new complaints brochure

*(see table below for our catalogue of articles and resources)*

## January-March 2024

Delivered our first financial and investment literacy workshops in the community

## Article and Resource Catalogue (as of March 31, 2024)

Investing Basics	Avoiding Fraud and Protecting Your Investments
<ul style="list-style-type: none"> <li>→ Types of Investments and Types of Accounts</li> <li>→ Key Principles of Investing</li> <li>→ Fees and Costs</li> <li>→ How to Read Your Account Statement and Things to Focus On</li> <li>→ Know Your Rights as an Investor</li> <li>→ Selecting An Advisor</li> <li>→ Interest Rates and How They Impact Your Finances</li> <li>→ Navigating Finances: Paying Down Debt vs. Investing</li> <li>→ Compound Interest</li> <li>→ Understanding Investment Performance/ Returns</li> </ul>	<ul style="list-style-type: none"> <li>→ Avoiding Fraud and Protecting Your Investments</li> <li>→ 3 Things You Should Never Do With Your Investment Advisor</li> <li>→ Why You Should Consider Appointing a Trusted Contact Person</li> <li>→ How to Protect Yourself Against Frauds and Scams</li> <li>→ What to Do If You're a Victim of Fraud</li> <li>→ Romance and Investment Scams</li> <li>→ Artificial Intelligence (AI) and Investment Fraud</li> </ul>
How to Make a Complaint	How CIRO Protects Investors
<ul style="list-style-type: none"> <li>→ How to Make a Complaint</li> <li>→ Complaints outside of CIRO's jurisdiction</li> <li>→ Seeking Financial Compensation</li> </ul>	<ul style="list-style-type: none"> <li>→ How CIRO Protects Investors</li> <li>→ Where We Fit in the Canadian Securities Regulatory Framework</li> <li>→ The Benefits of Working with CIRO Member</li> </ul>
Understanding Risk	
<ul style="list-style-type: none"> <li>→ Risk and Return</li> <li>→ Your Individual Risk Profile</li> <li>→ Investor Questionnaire</li> <li>→ Risk of Borrowing to Invest</li> <li>→ Learn about the Risk of Crypto Assets</li> </ul>	