FNB sets a new standard in protecting customer data

The Bank helps make updating and protecting data easy for customers & SMEs

20 April 2021: As data privacy and protection continues to gain prominence globally, FNB has set a new norm in the South African banking industry through the launch of innovative tools enabling individual and business customers to manage and update information and ensure compliance via its trusted and secure financial services platform.

Customers will now be able to access the ‘MyProfile’ (for individuals), and ‘Business Profile’ solutions digitally through the FNB App and Online Banking.

FNB CEO, Jacques Celliers, says as we unveil another industry first innovation, we are setting a new standard for user-controlled data privacy and security by giving FNB individual and business customers control to ensure their personal and business data is always kept safe and up to date, at the click of a button.

“As the global shift to more digital ways of living has gained momentum on the back of Covid-19, data privacy and security has become a key priority for most people and businesses across the world. In our business, we have a reputation as a highly trusted financial solutions partner to our Retail and Commercial customers, and we recognise our responsibility in partnering with our customers to protect their data,” Celliers explains.

Raj Makanjee, FNB Retail CEO says “This is a big step forward for us and our customers on this journey of shared responsibility for information protection and data privacy. Our trusted platform capabilities are scaling quickly to support customers on their money management journey and put them in full control of their invaluable data on our digital channels. This is another way in which FNB is delivering on its promise to help its customers achieve their lifestyle and business goals by providing them with platform based innovative, secure and empowering digital banking and financial solutions they need.”

Gordon Little, FNB Commercial CEO says “Our ongoing journey to digitise the commercial banking experience inspires us to continuously innovate and find meaningful platform-based solutions that make it easier for our customers to manage and run their businesses. As a trusted custodian of customers’ money and data for decades, we are building on this by opening up and availing our safe and secure banking interface to give businesses more control to manage their data. This has never been more important as businesses face unprecedented pressure to comply with data privacy and protection requirements.”
Once logged in, customers can access the secure MyProfile or Business Profile tool to check and update their personal and contact information, update their address details using the location finder technology on their mobile device, and then instantly verify identity details with the Department of Home Affairs.

These cutting-edge data management tools go beyond being merely an online information updating system, but also provide many other benefits to FNB customers.

In addition to the convenience of being able to instantly and securely keep their personal or business details up to date, without the need for time-consuming paperwork or queuing, the Bank has up-to-date information needed to provide them with the most appropriate, personalised solutions for their needs, without any delays due to non-compliance with current or future know-your-customer regulations. Customers only need to update the information once for it to be available across the Bank.

“Today, more than ever before, consumers and business owners need assurance that their information is protected and secure, but also that it is correct,” says Celliers, “and we believe that there is no better way to provide our customers with that sense of security and confidence than by putting them in full and secure control of their personal and business information.”

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