

COMMUNIQUÉ

To Group Insurance plan administrators
Digital experience (online tools and services)

A new campaign to promote healthy digital habits

We are launching a new campaign to help your plan members better protect their personal information at a time when fraud and identity theft are rising quickly.

With a focus on simple and effective actions, this campaign emphasizes the importance of adopting good digital habits on a daily basis, given that 97% of identity theft attempts still target passwords.*

Practical and accessible guidance

The goal of the campaign is to help your plan members:

- Strengthen their password security
- Recognize suspicious messages
- Be more vigilant when using their online accounts
- Know how to react and who to contact if they have doubts

The campaign also reinforces a key reminder: iA Financial Group will never ask your plan members for passwords or sensitive information by email, text or telephone.

Ready-to-use material

You can now use the following materials:

- A [formal email \(French version\)](#)
- A [more playful email \(French version\)](#)
- A [printable poster \(French version\)](#)
- A [digital poster \(French version\)](#)

We will also promote healthy digital habits in our group savings and retirement newsletter in May.

A simple step toward stronger digital security

By encouraging healthy digital habits, this campaign helps reduce the risk of fraud, builds confidence and supports the total wellbeing of your plan members.

Interested in learning more about the various campaigns that are available to you? Contact your iA Financial Group Client Relationship Manager.

* [Microsoft Digital Defense Report 2025](#).

You, as the plan administrator, have an important role to play in informing your plan members about their group insurance plan. We also look to your support to give them all explanatory and administrative documents upon enrolment or upon request. We will help you show them where they can consult this documentation if it is not available in hard copy. If you have any questions, please feel free to consult your administrator's guide or to contact your local Account Executive or Client Relationship Manager.

This communiqué and past publications are also available on this [website](#).

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