



## Lloyds Bank strengthens support for vulnerable and older customers with new Trusted Person Card

- **Customers will be able to give the debit card to nominated trusted person(s) to help make essential purchases and withdraw cash**

Lloyds Bank has taken a further step in its ongoing support for customers, by developing a new Trusted Person Card. Launching at the end of this month, the card will make it easier for friends, family and carers to help those who need additional help to make everyday purchases and access cash.

The new feature will give those who find it difficult to purchase groceries and essential goods – perhaps because of health concerns, shielding or lockdown - the ability to apply for a separate debit card for their account. This will enable a trusted person to make purchases in shops, or withdraw cash, for the account holder, without sharing the primary card or other confidential account details.

The card's launch is a direct response to feedback from some customers, who have said that making everyday purchases can be difficult at times, even more so recently for those shielding. Customers are also aware of the fraud risks involved in sharing their own debit card details, and want a more sustainable solution for family, friends or a trusted person to be able to help out safely.

### Simple and safe

The main account holder will retain full control of the account, will be able to cancel the additional card at any time, and keep track of how it is being used;

- All transactions made using the card will be shown on the customer's account statement
- The card has a weekly spending limit of £100 and a weekly cash withdrawal limit of £100
- The card will not be able to make purchases online, abroad, or over the phone
- To help further protect the account holder, the trusted person will not be able to access the account or any details in any service channel
- The account holder's sort code and account number will not be printed on the card
- The card will have a different card number and PIN to the customer's existing debit card

**Philip Robinson, Director of Personal Current Accounts, Lloyds Bank said:** *"We understand that for some, getting out and about isn't always straightforward, and lockdown and shielding restrictions mean that many of our customers are relying on others to help them with groceries and picking up essentials. We've developed the Trusted Person Card to make sure that there is a straightforward and, crucially, secure way to ask family, friends and carers for help."*

The new card will be made available to the most vulnerable customers of Lloyds Bank, Halifax and Bank of Scotland and is a secondary card, attached to the customer's main current account. The product will be launching at the end of the month when a specialised telephone service team will begin to proactively identify customers who have a need for the card.

## MEDIA CONTACTS

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# PRESS RELEASE

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LLOYDS BANK

## **Supporting customers through the pandemic**

The Trusted Person Card is the latest supportive measure Lloyds Bank has introduced to help customers through the pandemic.

The Bank also launched the 'trusted person service' in March, which provides a way for customers who find it more difficult to leave their home, or who don't bank digitally, to manage their accounts.

Customers can ask a trusted person to visit a Lloyds Bank branch and speak to colleagues (providing suitable ID to confirm who they are, such as a passport, or photo driving licence). The branch will then phone the customer – using the number held on the account record - to make sure they know this person and agree that they can act on their behalf.

Earlier this year, the Bank also launched a dedicated helpline for customers aged over 70 and NHS workers, and has been proactively calling vulnerable and older customers, or those with additional needs, to check in and offer support. The Bank has now made over 600,000 of these wellbeing calls and received over 440,000 calls to the dedicated helplines.

In April, a new partnership was announced with We Are Digital, to provide vulnerable customers with access to free and practical support, on getting connected and staying safe online. This includes helping people with everyday digital tasks such as online shopping and speaking to family and friends. The partnership is also delivering 2000 tablets to over 70s, who do not currently have a suitable device to access the internet.

Lloyds Bank also offers widespread visual and auditory support for customers in branch, online, and through our mobile apps. This includes – but is not limited to – alternate format statements (Braille, large print, optional colours); magnification and voice over features in our mobile apps; touch-talk, and BSL or lip reading interpreters.

**Ends**

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