

FIDELITY AND SECRECY OF CUSTOMER INFORMATION

FEE:
**PKR
18,000**
(Plus Tax)



JULY 14, 2026



9 A.M - 5 P.M



**NIBAF PAKISTAN,
KARACHI**

COURSE OVERVIEW

The objective of this training program is to enhance employees' awareness of the importance of protecting customer confidential information and sensitive organizational data. The program aims to develop a strong culture of confidentiality by ensuring that employees understand their responsibility to safeguard information and avoid inappropriate disclosure, including on professional and social media platforms.

Participants will learn the potential legal, regulatory, financial, and reputational consequences of unauthorized information sharing and adopt best practices for handling confidential information in their day-to-day responsibilities. By the end of the training, employees will be better equipped to uphold professional business ethics, protect stakeholder interests, and contribute to maintaining the organization's trust, goodwill, and reputation.



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LEARNING OBJECTIVES

By the end of this training program, participants will be able to:

Understand the Importance of Confidentiality

- Recognize why customer and internal information must remain confidential at all times.
- Understand the impact of information security on customer trust and organizational reputation.

Apply Confidentiality in Daily Work

- Practice secure handling of customer and organizational information.
- Reduce confidentiality-related complaints and findings from customers, internal audits, compliance reviews, and regulatory audits.

Demonstrate Professional Business Ethics

- Maintain the highest standards of professional conduct.
- Uphold ethical business practices while protecting confidential information.
- Foster a culture of integrity, accountability, and trust.

COURSE OUTLINE

Module 1: Introduction to Privacy and Confidentiality

- Understanding Privacy
- Definition of Confidentiality and Secrecy
- Importance of Maintaining Confidentiality in the Workplace

Module 2: Protecting Personal and Organizational Information

- Safeguarding Your Own Confidential Information
 - Offer Letter
 - Salary Slip
 - Increment and Promotion Letters
 - Passwords and Access Credentials
 - WhatsApp Groups and Digital Communications
- Information Asset Classification
- Understanding Different Levels of Information Sensitivity

Module 3: Information Security and Risk Management

- Common Threats to Information Security
- Best Practices for Protecting Confidential Information
- When and How Confidential Information Can Be Shared Safely

Module 4: Managing Confidentiality During a Crisis

- Authorized Spokespersons and Communication Protocols
- Employee Responsibilities During Crisis Situations
- Handling Media and External Information Requests

Module 5: Responsible Use of Social Media

- Risks of Social Media in Breaching Confidentiality
- Real-Life Case Studies of Information Disclosure and Their Consequences
- Company Guidelines for Responsible Social Media Usage

Module 6: Legal and Regulatory Requirements

- Relevant Regulatory Framework and Legal Obligations
- State Bank of Pakistan (SBP) Guidelines
- Pakistan Penal Code (PPC)
- Personal Data Protection Bill, 2018
- Prevention of Electronic Crimes Act (PECA), 2016
- FIA Cyber Crime Regulations
- PEMRA Regulations

Module 7: Business Ethics and Organizational Compliance

- Company Code of Conduct
- Employee Responsibilities
- Disciplinary Actions for Confidentiality Breaches

Module 8: Building a Culture of Confidentiality

- Developing a Personal Action Plan
- Best Practices for Protecting Information
- Course Summary and Key Takeaways
- Question & Answer Session

FACILITATOR

Mr. Usman Butt

Mr. Usman Butt is an accomplished Learning & Development professional with over 24 years of corporate experience, including 23 years in the banking industry, specializing in leadership development, professional skills, customer service excellence, sales effectiveness, employee engagement, and technical banking training. A passionate facilitator and executive coach with extensive experience in designing and delivering impactful learning solutions for organizations across multiple industries.

Professional Qualifications

- MBA from the Institute of Business Administration (IBA)
- Diploma in Banking with Double Distinction in Management and Accounting
- Certified Mind Sciences Practitioner
- Certified Neuro-Linguistic Programming (NLP) Practitioner
- Reiki Healer
- Meditation Practitioner
- Anti-Stress and Mental Wellness Advocate

Professional Experience

- Founder & CEO – Level Up – People & Learning Solutions (Since May 2023)
- Executive Director – Iqra University
- Head of HR (US Operations) – Level3 Back Office Services
- Vice President / Unit Head (South), Learning & Development – Askari Bank
- Management Trainee Officer (MTO) – MCB Bank
- Served with leading financial institutions including:
 - NDFC
 - MCB Bank
 - Standard Chartered Bank
 - Askari Bank

