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繁体**Notice of the CBRC on Issuing the Guidance on Commercial Banks' Management of Reputational Risks [Expired]**

中国银监会关于印发《商业银行声誉风险管理指引》的通知 [失效]

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Banking Regulatory Commission**Document Number:** No.82 [2009] of the CBRC**Date issued:** 08-25-2009**Effective date:** 08-25-2009**Level of Authority:** Departmental Regulatory Documents**Area of Law:** Banking & Finance, Banking & Finance**Invalidated by:** Notice by the China Banking and Insurance Regulatory Commission of Issuing the Measures for the Administration of Reputational Risk of Banking and Insurance Institutions (for Trial Implementation) (Issued on 02-08-2021 Effective on 02-08-2021)

Notice of the CBRC on Issuing the Guidance on Commercial Banks' Management of Reputational Risks

(No.74 [2009] of the CBRC)

All departments of the China Banking Regulatory Commission (hereinafter referred to as the CBRC), CBRC local offices, policy banks, state-owned commercial banks, shareholding commercial banks, financial asset management companies, postal savings banks, rural credit cooperatives at the provincial level, as well as all trust companies, finance companies and financial leasing companies under the direct supervision of the CBRC, The Guidance on Commercial Banks' Management of Reputational Risks, which has been adopted at the 87th chairman conference of the CBRC, is hereby issued for implementation in compliance.

All CBRC local offices shall forward this notice to all subsidiary branches and banking financial institutions within respective administrative region.

August 25, 2009

Guidance on Commercial Banks' Management of Reputational Risks

Article 1 For the purpose of guiding commercial banks to carry out effective management of reputational risks, improve the comprehensive risk management system, and maintain the market confidence and financial stability, this Guidance is formulated in accordance with the Law of the People's Republic of China on Banking Supervision, the Law of the People's Republic of China on Commercial Banks, and other relevant laws and regulations.

Article 2 The term "reputational risks" as mentioned in this Guidance refers to receiving negative comments from interest parties with respect to a commercial bank's operation, management or any other act or any external event.

Reputational events refer to relevant actions or events causing reputational risks of commercial banks.

Serious reputational events refer to the reputational events causing heavy losses to the banking sector and huge market volatility, triggering off systemic risks, or influencing the social and economic stability.

中国银监会关于印发《商业银行声誉风险管理指引》的通知

(银监发[2009]82号)

机关各部门，各银监局，各政策性银行、国有商业银行、股份制商业银行、金融资产管理公司，邮储银行，各省级农村信用联社，银监会直接监管的信托公司、财务公司、金融租赁公司：

《商业银行声誉风险管理指引》已经银监会第87次主席会审议通过，现印发给你们，请遵照执行。

请各银监局将本通知转发至辖内银监分局和银行业金融机构。

二〇〇九年八月二十五日

商业银行声誉风险管理指引

第一条 为引导商业银行有效管理声誉风险，完善全面风险管理体系，维护市场信心和金融稳定，根据《中华人民共和国银行业监督管理法》、《中华人民共和国商业银行法》以及其他有关法律、法规，制定本指引。

第二条 本指引所称声誉风险是指由商业银行经营、管理及其他行为或外部事件导致利益相关方对商业银行负面评价的风险。

声誉事件是指引发商业银行声誉风险的相关行为或事件。重大声誉事件是指造成银行业重大损失、市场大幅波动、引发系统性风险或影响社会经济秩序稳定的声誉事件。

Article 3 Commercial banks shall integrate reputational risk management into their corporate governance and comprehensive risk management system, establish and formulate reputational risk management mechanism, methods, related systems and requirements, take initiative to effectively prevent reputational risks and respond to the reputational events, and minimize public losses and negative impact.

Article 4 The Boards of Directors of commercial banks shall formulate the reputational risk management policies in line with the strategic objectives of the bank that are applicable to the entire bank, establish the bank's reputational risk management system, monitor the situation and effectiveness of the bank's reputational risk management, and assume the ultimate responsibility for reputational risk management. Its main functions shall include:

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第三条 商业银行应将声誉风险管理纳入公司治理及全面风险管理体系, 建立和制定声誉风险管理机制、办法、相关制度和要求, 主动、有效地防范声誉风险和应对声誉事件, 最大程度地减少对社会公众造成的损失和负面影响。

第四条 商业银行董事会应制定与本行战略目标一致且适用于全行的声誉风险管理政策, 建立全行声誉风险管理体系, 监控全行声誉风险管理的总体状况和有效性, 承担声誉风险管理的最终责任。其主要职责包括:

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