

CMF to broaden national rollout of financial education campaign for elderly citizens alongside SENAMA

The "Cuidemos Nuestro Dinero" campaign will arrive at elderly citizens' clubs in different regions of the country to provide tools to prevent fraud and strengthen people's capacity to securely navigate an increasingly digital financial system.

August 19, 2026 — Amidst its Institutional Strategy for Financial Inclusion, the Financial Market Commission (CMF) will broaden during the second half of this year the rollout of its "Cuidemos Nuestro Dinero (Spanish for "Let's Take Care of Our Money") | Protection Against Financial Fraud" financial education campaign. This will be possible thanks to joint coordinated work with the National Elderly Citizens Service (SENAMA, for its Spanish acronym).

This initiative aims to provide practical information to elderly citizens about more secure means of authentication; the most frequent types of financial fraud; and what to do in case they are victimized by these crimes. The SENAMA will facilitate contact with elderly citizens' clubs throughout different regions of the country, so this activity reaches new locations and benefits a greater number of people.

CMF Chairwoman Catherine Tornel stated: "Strengthening financial education is one of the objectives of our Institutional Strategy for Financial Inclusion — and we are convinced that collaborative work with public institutions, academia, social organizations, and private actors is key to extend their reach. Financial inclusion is not just about being able to access and use financial products but also having the necessary information and tools to use them safely. This collaboration with SENAMA will allow us to bring this knowledge to more elderly citizens and ensure no one is left behind an even more digital financial system. Therefore, the best tool to prevent fraud is an informed person."

The campaign uses simple language and daily life examples to explain why means of authentication evolve; how to recognize the most frequent type of financial fraud; and what to do when someone is victimized by these crimes. It

features material specifically tailored to elderly citizens and developed pursuant to accessibility and inclusion criteria.

Communications Area — Financial Market Commission (CMF)

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