

2014 CAMPAIGN REGULATIONS

These Regulations, issued by the Board of Directors (the “**Board**”) of Coast Capital Savings Credit Union (“**Coast Capital Savings**”), set forth the method and manner in which candidates choosing to campaign for election as a Credit Union Director (the “**Election**”) shall campaign.

1. **Purpose.** These Regulations have been created and issued pursuant to the Coast Capital Savings’ Credit Union Rules (the “**Rules**”) as approved by Coast Capital Savings’ members (the “**Members**”). The Board has developed these Regulations in order to provide clarification of the permitted method and manner of campaigning and to promote fairness and equality among the candidates seeking election to the Board. The Regulations:

- a. Help members make fully informed choices by ensuring information provided on candidates is relevant, accessible and in a consistent format; and
- b. Enable members to democratically elect those candidates who have the identified strengths currently needed on the Board

2. **The Rules:** In addition to complying with these Regulations, candidates must comply with all applicable Rules, including Rule 15 (Eligibility to be a Director) and Rule 16 (Election of Directors), provided in the Candidate Information Package. For clarity and ease of reference, Rules 16.25 to 16.30 deal with campaigning and are set out below.

16.25 Subject to applicable laws, the Board of Directors shall from time to time determine the method and manner in which candidates shall be permitted to campaign for election in the Campaign Regulations and candidates may only campaign in accordance with the permitted method and manner as determined by the Board of Directors and must not campaign in the method and manner prohibited by the Board of Directors in the Campaign Regulations.

16.26 Notwithstanding Rule 16.25, no candidate shall campaign on or interfere with, ingress or egress to the property of the Credit Union in connection with any election or permit anyone to do so on his or her behalf.

16.27 Notwithstanding Rule 16.25, no candidate shall campaign or permit any person to campaign on his or her behalf in any of the premises of the Credit Union or subsidiary of the Credit Union or any property where any premises or facilities of the Credit Union or subsidiary of it are situated, except in the method and manner permitted pursuant to these Rules and any regulations as may be determined by the Board of Directors.

16.28 Subject to applicable laws, a candidate who campaigns or permits any person to campaign on his or her behalf in any method or manner which in the opinion of two thirds of the Board of Directors is other than as determined by the Board of Directors shall be disqualified as a candidate and no vote cast in favour of that candidate shall be counted in the tally of ballots, but the ballots shall not otherwise be deemed to be void. The candidate will be given the opportunity to address the Board of Directors before such a vote is taken. Within 24 hours of the disqualification of a candidate by the Board of Directors, the Board of Directors shall give written notice of such disqualification to the candidate and the notice shall specify the reason or reasons for the disqualification.

16.29 Notwithstanding Rule 16.25, no candidate shall interfere with the election process or seek assistance in connection with the election from any employee of the Credit Union or subsidiary thereof, the Returning Officer or any person employed by the Returning Officer.

16.30 If any candidate violates any of these Rules or the Campaign Regulations, the Board of Directors may disqualify the candidate and the determination of the Board of Directors shall be final, non-appealable and binding. In the event of a violation of these Rules or the Campaign Regulation, the Board of Directors may also remove a candidate as Director pursuant to Rule 13.7.

3. **Candidate Information for Publication:** The only written communications that may be used regarding a nominee’s candidacy in connection with the election is the information set out in Parts II through V inclusive, of the Candidate Nomination Form and any other information provided by the Candidate that the Nominations Committee in its sole discretion deems relevant to members in their voting decision and is distributed by Coast Capital Savings. Such written information may only be distributed by Coast Capital Savings and is compiled and provided to all members as follows:

- (a) **Submission:** Each candidate must submit and forward to the Nominations Committee a completed Candidate Nomination Form.
- (b) **Content:** The Candidate Nomination Form shall include the candidate's biographical information, occupation, experience and qualifications. The total word count for Parts II through V of the Candidate Nomination Form must not exceed 300 words in length.
- (c) **Review and Acceptance:** The Nominations Committee, who represent the members, will review each Candidate Nomination Form and determine in its discretion whether it is acceptable. The Nominations Committee may reject materials that the Committee in its discretion considers to be inappropriate or offensive (including lacking in good taste, defamatory or injurious to the reputation of Coast Capital Savings), contains inaccurate information or otherwise fails to comply with the Rules or these Regulations. The Nominations Committee may in its discretion require candidates to revise and resubmit the Candidate Nomination Form for further review and acceptance.

(d) **Distribution:** Parts II through V of the Candidate Nomination Form accepted by the Nominations Committee may be included in an insert in a Coast Capital Savings' newsletter and election voting materials prepared and distributed by Coast Capital Savings to Members. Except for such publications in accordance with section 4 candidates may not directly or indirectly distribute election materials to members of Coast Capital Savings or any other person by any means, electronic or otherwise. The Nominations Committee may require Candidates who stand for election to answer additional questions in any format or media it specifies to further inform members voting decisions. The Nominations Committee reserves the right to edit and summarize the information contained in Parts II through V of the Candidate Nomination Form.

4. **Other Communications:** Except for the distribution of a Candidate Nomination Form by Coast Capital Savings in accordance with section 3, candidates may campaign in the Election only by speaking directly with individual Members in person or by telephone. Candidates may not use social media to announce or promote their candidacy.

5. **Media Interviews or Advertising:** Candidates must not solicit or participate in interviews with the media in connection with the Election or place any advertisements or other statements regarding their candidacy in the Election in any newspaper, website, or other publication or media, or permit anyone to do so on the candidate's behalf.

6. **Assistance of Others:** Candidates must not seek or accept the assistance of, or permit, any other person (including third parties, family members, employees of Coast Capital Savings, other candidates or the media) to campaign on the candidate's behalf.

7. **References to Candidacy:** Except as permitted by sections 3 and 4, candidates must not make any written reference to their candidacy in the Election for any purpose whatsoever, including without limitation as a credential for the purpose of obtaining membership or employment in any organization.

8. **Mandatory Compliance Declaration:** At any time upon the request of the Nominations Committee, a candidate shall promptly and truthfully declare in writing, in a form approved by the Nominations Committee that the candidate has fully complied with the Rules and these Campaign Regulations or any requirement of them.

9. **Further Information:** Candidates having questions regarding the Rules or these Regulations should direct their enquiries by letter to the Chair of the Nominations Committee.

I hereby confirm that I have read, understood and agree to comply with the Rules and these Campaign Regulations.

Candidate Signature

Candidate Name

Date