



Financial Consumer
Agency of Canada

Agence de la consommation
en matière financière du Canada



How to advance the National Financial Literacy Strategy

Navigating the financial marketplace

The aim of this building block is to enable more Canadians to be aware of, know how to learn about, and have access to financial products and services that will help them achieve their goals.

Actions that stakeholders can take

- Direct consumers to sources of trustworthy information that can help them compare the costs, risks, benefits, and limitations of the products, service, or financial service provider they are considering.
- Ensure consumers know their rights and responsibilities when purchasing a financial product or service, including how to resolve a complaint.
- Help consumers recognize and take steps to protect themselves against fraud, financial abuse, cybercrime, and costly and inappropriate products and services.
- Provide assistance to people with financial vulnerabilities, low levels of digital access or literacy to use financial services effectively.

Make change that counts!

canada.ca/financial-literacy



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