

Compliance Bulletin #2023-02 REMINDER – New SRO (formerly MFDA) Continuing Education (“CE”) Requirements

HUB CAPITAL MFDA CE CREDITS INFORMATION AND GUIDANCE FORM

The end of the first cycle on November 30, 2023 is rapidly approaching. As a result, we’d like to remind you of some important steps that you need to take:

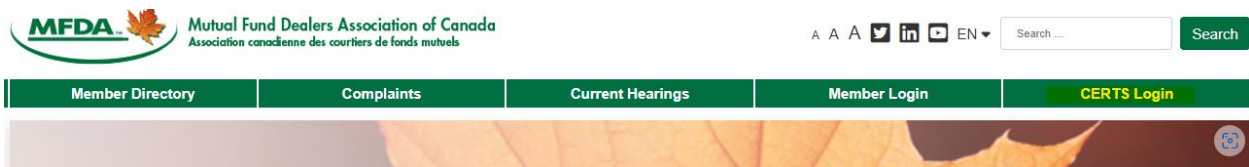
Log Into CERTS

The new SRO’s CE Reporting and Tracking System (“CERTS”) is how advisors **must** track and update their CE credits. All HCI advisors have been set up with access to CERTS.

Please ensure that you have logged into CERTS to confirm your information.

To log in/access CERTS, go to [MFDA | Official Website of The Mutual Fund Dealers Association of Canada](#)

Then click on ‘CERTS Login at the top right-hand side of the page:



Enter your Username (which will be your @hubcapital.ca email address) and your password:

Username
[]
Password
[]
Sign In

Forgot username? | Forgot password?

If you cannot remember your password please click on the ‘Forgot password?’ link to reset your password.

Once you log in, you will see a dashboard showing a summary of the current number of CE credits you have completed, how many credits are required and the number of credits that still must be earned:

Hi, [REDACTED]
Participant
MFDA ID [REDACTED]

[Dashboard](#) [CE Details](#) [Course Catalogue](#) [Submissions](#)

Please note that the Mandatory 2023 Compliance Credit, that must be completed by all Participants, is now available. Please select "Register for MFDA CE Activities" in the Actions menu.

Veuillez noter le crédit obligatoire de formation en conformité qui doit être complété par tous les participants est maintenant disponible. Veuillez sélectionner « Inscrivez pour les activités FC de l'ACFM » dans le menu d'actions.

- Actions**
- [Report CE Attendance](#)
 - [Add/Update Secondary Email](#)
 - [Remove CE Attendance](#)
 - [Register for MFDA CE Activities](#)

Welcome, [REDACTED]
MFDA ID [REDACTED]

6
Credits Completed

30
Credits Required

24
Credits Remaining

- User Guides**
- [Login and User Information](#)
 - [Navigation](#)
 - [Reporting CE Attendance](#)
 - [Add/Update Secondary Email](#)

Change your password
Your username is [REDACTED]
[Change Your Password](#)

If you click on the 'CE Details' tab you will be able to review details on the specific type of CE Credits that you have earned, and those that are still required. You will also be able to view the activities that you have completed under 'Completed Activities':

Hi, [Redacted]
Participant
MFDA ID [Redacted]

Dashboard **CE Details** Course Catalogue Submissions

CE Summary

[Export](#)

Cycle	Category	PD Required	PD Earned	PD Remaining	BC Required	BC Earned	BC Earned (Eth)	BC Earned (Neth)	BC Remaining	MC Required	MC Earned	MC Remaining
2021- 2023	BM	20	1	19	8	3.25	0	3.25	4.75	2	2	0

- Actions**
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- CE Required
- CE Earned
- Leave Of Absence
- Completed Activities

- User Guides**
- Login and User Information
 - Navigation
 - Reporting CE Attendance
 - Add/Update Secondary Email

If you have any issues logging in, or have never logged into CERTS and have not received a notification from certs-noreply@mfda.ca advising you that you have been set up with access to CERTS, please reach out to the Compliance Tier 2 mailbox box - compliancetier2@hubfinancial.com - for assistance.

If you have already reviewed your set-up and have been uploading credits – or if you have participated in webinars/courses where CE credits have been earned – please log in and check your current balance to ensure that it is correct.

Note: Fund companies will not upload your CE credit certificates to CERTS. Your certificates will be emailed to you and you must upload to CERTS. The same applies to webinars completed through HUB Capital and HUB Financial – you must upload your certificates in order for the CE credits to be counted. Only CE Credits for webinars completed through the new SRO’s website will be automatically uploaded to CERTS.

Earn CE Credits

How many CE Credits do you need **by the deadline on November 30, 2023?**

A total of 30 MFDA CE credits **must** be earned, in the following categories:

8- Business Conduct Credits; 20-Professional Development Credits; 2-MFDA Compliance Credits



# Credits	CE Credit Type	CE Credit Requirements
8	Business Conduct (BC)	<p>At least 1 hour in at least one of Ethics, MFDA Rules and Policies or Hub Capital Policies and Procedures for complying with MFDA Rules and Policies; and Relevant legislation and its application.</p> <p>A minimum of 1 and maximum of 2 credits must be content relating to ethics.</p> <p>Business Conduct content is educational material that promotes, directs, and guides ethical and compliant conduct. It includes education regarding ethical issues, MFDA Rules and Policies, other applicable legislation, and HCI's policies and procedures for complying with regulatory requirements.</p> <p>Ethics related content refers to content that examines ethical principles and moral or ethical problems that may arise when conducting business through HCI and applies to all aspects of business conduct relevant to advisors and organizations.</p> <p>Other Business Conducts topics include: Conflicts of interests; Personal financial dealings; Regulatory requirements and initiatives that affect Member operations; Disclosure of information to clients; Documentation standards; Know-Your-Client; Suitability and new products; Know-Your-Product; Anti-money laundering laws and regulations and related Member policies and procedures; Security and privacy of information; and Complaint handling.</p>
20	Professional Development (PD)	<p>Professional Development content is educational material that maintains or enhances a Participant's financial knowledge or proficiency.</p> <p>A single Professional Development Credit consists of 1 hour of training in at least one of the following topic areas:</p> <p>Professional Development content includes: Products; Financial planning; Retirement planning; Investment strategies and asset allocation; Client management techniques; Economics, Accounting, and Finance; Tax planning; Estate planning; and Insurance</p>
2	MFDA Compliance (MC)	<p>Education material relating to the conduct of Dealers and Advisors that has been specifically designated the MFDA.</p> <p>MFDA Compliance content will include areas relating, but not limited, to, compliance examination findings, MFDA Compliance and Enforcement priorities, and proposed Rule and Policy changes</p>

		<p>CE Credits must be obtained by completing continuing education activities specifically designated by the MFDA</p> <p>These credits can only be earned on the MFDA’s website</p>
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How can you earn CE Credits?

Fund company websites – most of the larger fund companies offer courses/webinars with CE Credits. Dynamic, Mackenzie, and Manulife are some of the fund companies that we have found with extensive course catalogues available for advisors to earn CE credits.

HUB Capital/HUB Financial – there are 2 webinars available through HUBLink to assist you earning your Business Conduct credits. Please note that both webinars are **mandatory** for HCI representatives and must be taken in order to earn your Business Conduct-Ethics credits:

- 2022 AML Training – “Live with the AML Shop – Reviewing your FINTRAC Obligations” (September 2022). Under Compliance/Insurance & Investments/Recorded Webinars on HUBLink

<https://www.hubfinancial.com/advisors/continuing-education/accredited-webinar-replays/aml-shop---reviewing-your-fintrac-obligations/>

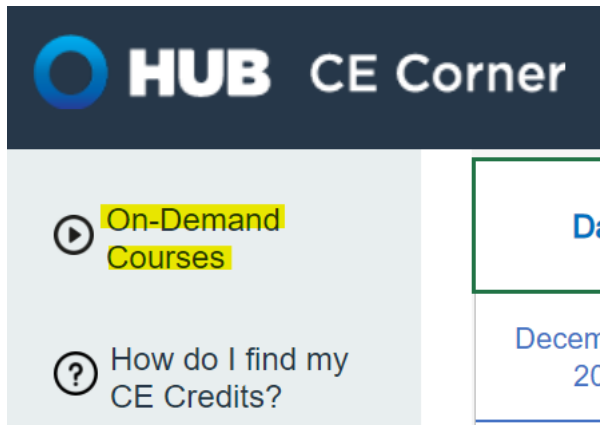
Note: When uploading your certificate on CERTS, this course is listed in the Course Catalogue as **“Compliance Webinar with the AML Shop – Reviewing Your FINTRAC Obligations”**. Or you can search under **‘MFDA Activity No. 1000003693’**

- “How to Use Client Focused Reforms Effectively in your Business” (December 2022). Under Compliance/HUB Capital Inc on HUBLink

<https://www.hubfinancial.com/advisors/continuing-education/accredited-webinar-replays/hci-client-focused-reforms-2022/>

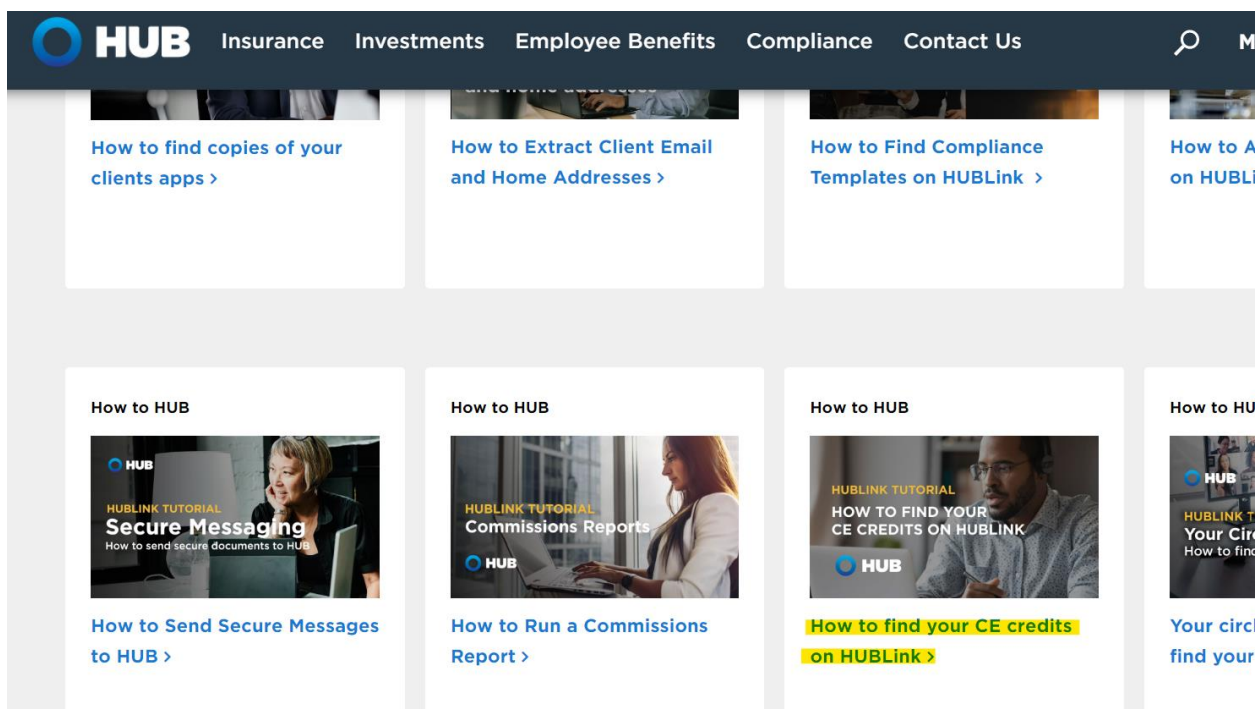
Note: When uploading your certificate on CERTS, this course is listed in the Course Catalogue as **“Integrating Client Focused Reforms”**. Or you can search under **‘MFDA Activity No. 1000003694’**

PLEASE NOTE: After viewing both webinars, you **must** take the quiz provided separately (and pass) in order to receive your CE credits. The link to the quiz is included in each of the links above. They can also be accessed through the ‘Continuing Education’ (CE Corner) area on HUBLink, under ‘On-Demand Courses’:



If you need guidance on how to access your certificates for CE Credits earned through HUB, please watch our 'How To' video on HUBLink – <https://www.hubfinancial.com/insights/how-to-find-ce-credits/>

To access this video, please use the link above, or once you log into HUBLink, on the main page, please scroll down to 'Need guidance with something related to HUBLink?' and click on 'Watch How To Videos', then scroll down to 'How to Find your CE Credits on HUBLink' and click on the link to view the video.



Please Note: Certificates previously issued for the above HUB webinars did not include reference to MFDA CE credits and the category for which that were earned. These certificates will be reissued to representatives so you have an accurate record for your files.

New SRO (formerly MFDA) – there are 2 webinars available from the New SRO in order to fulfill your requirement of 2 Compliance credits for this cycle. **Please note that these webinars are mandatory and must be viewed in order to receive your MFDA Compliance Credits.**

These webinars can be viewed by logging into your CERTS account. Under ‘Actions’ on the right-hand side, you will see a list of options that includes ‘Register for MFDA CE Activities’. When you select this option it will provide a list of the 2 MFDA webinars available – the ‘2023 Compliance Credit’ webinar and the ‘2022 MFDA Compliance Credit’ webinar.

Dashboard CE Details Course Catalogue Submissions

MFDA CE Activities

This page shows only Compliance Credit CE activities. To locate activities offered by other Providers, including your Member, please search the course catalogue tab above.

2023 Compliance Credit (English Version)
Crédit de Formation en Conformité 2023 (Version française)

2022 MFDA Compliance Credit (English Version)
Crédit de Formation en Conformité de l'ACFM 2022 (Version française)

These are mandatory credits for all Participants to undertake towards satisfying the 2 required Compliance Credits. If you are not sure if you have already taken these activities, please check your CE Summary in the CE Details tab above before viewing.

Actions

- Report CE Attendance
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User Guides

- Login and User Information
- Navigation
- Reporting CE Attendance
- Add/Update Secondary Email

You must select the webinar you wish to view. It will then take you through the steps to register and watch each.

Please also note there are optional CE credits available as well through the New SRO. These can be accessed through the ‘Continuing Education’ section of https://mfda.ca/continuing-education/ce_webcasts/:

Please note – the New SRO will upload the CE credits to your CERTS profile, usually within a month after you have successfully completed the applicable webinar(s).

Consequences of Non-Compliance

Representatives who fail to obtain the required CE credits will have their mutual fund registration suspended by HUB Capital. They may also face a fine of \$2,500 by the New SRO.

Important Reminders

Licensed Assistants – are registered as Dealing Representatives, therefore they are required to earn CE Credits and must earn the same amount as an active, selling representative. Licensed Assistants can register for any of the New SRO and HCI/HFI webinars to earn credits – they can also sign up with fund companies to access courses, etc. available on their websites.

Please note – certificates for CE credits earned by Licensed Assistants via HCI/HFI webinars will be emailed to them directly.

Representatives in Quebec – advisors who are only registered in the province of Quebec are **not** subject to the New SRO CE Credit requirements. They are only required to satisfy the PDU requirements established by the CSF. However, those advisors that are registered in Quebec as their primary jurisdiction but are **also registered in an additional jurisdiction(s) outside of Quebec, are** subject to the New SRO CE Credit requirements and will have to complete the required CE Credits along with the required number of PDUs.

Please note – many of the credits that can be applied to your PDUs may also be eligible to be applied to your CE Credits

CE Credits Earned Towards Other Licenses, Designations – please be aware that courses and webinars that you have taken to earn CE credits towards your insurance license, CFP or CLU designations may not apply towards your MFDA CE Credits. You must check the certificate that you receive to ensure that it specifically states that MFDA CE Credits have been earned, and that an Accreditation Number is included for those MFDA CE Credits.