



RegTech **2019**
AWARDS

FINALIST
#ACCELERATER of the Year



Cognitive View

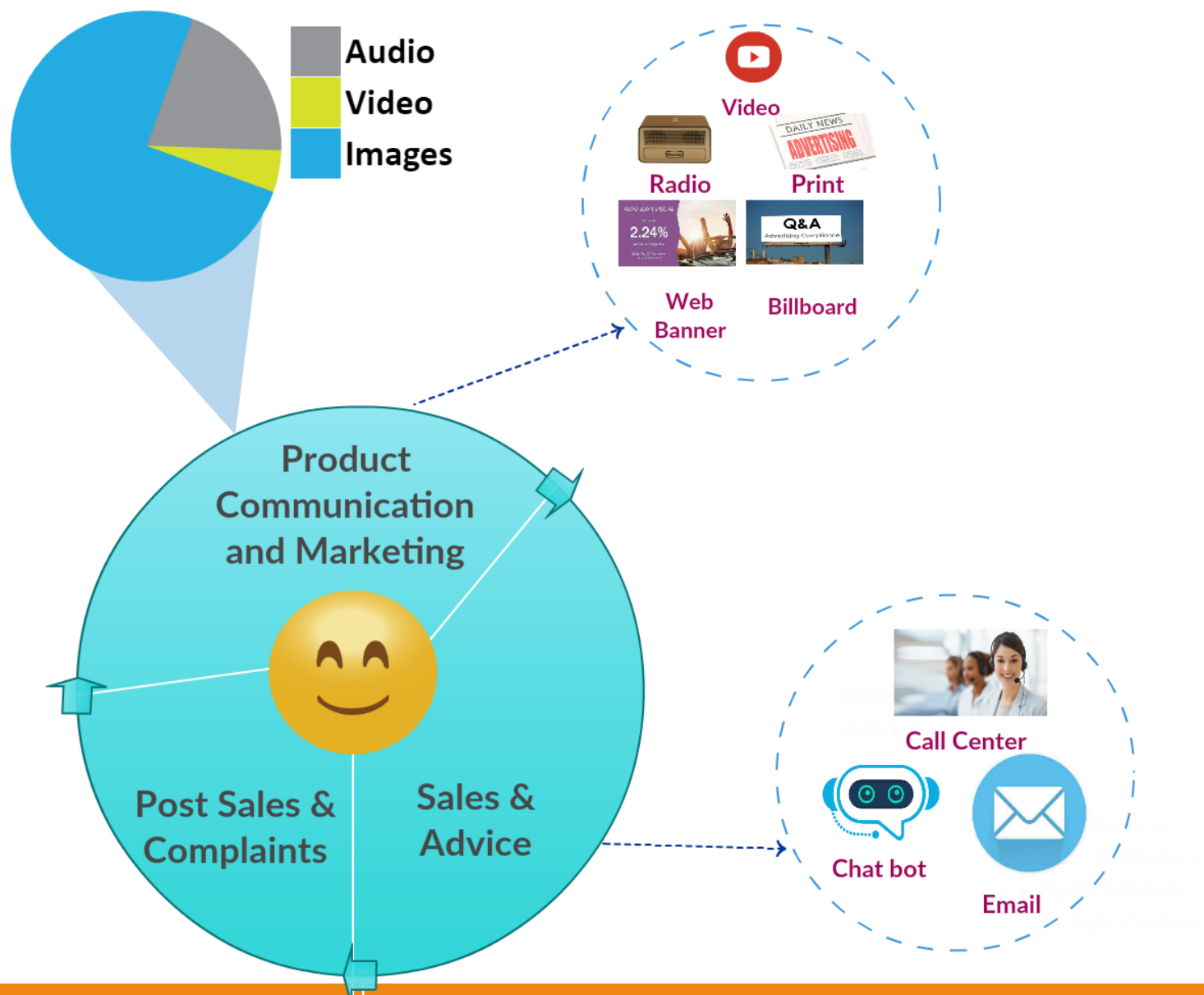
A Regtech Solution

www.cognitiveview.com

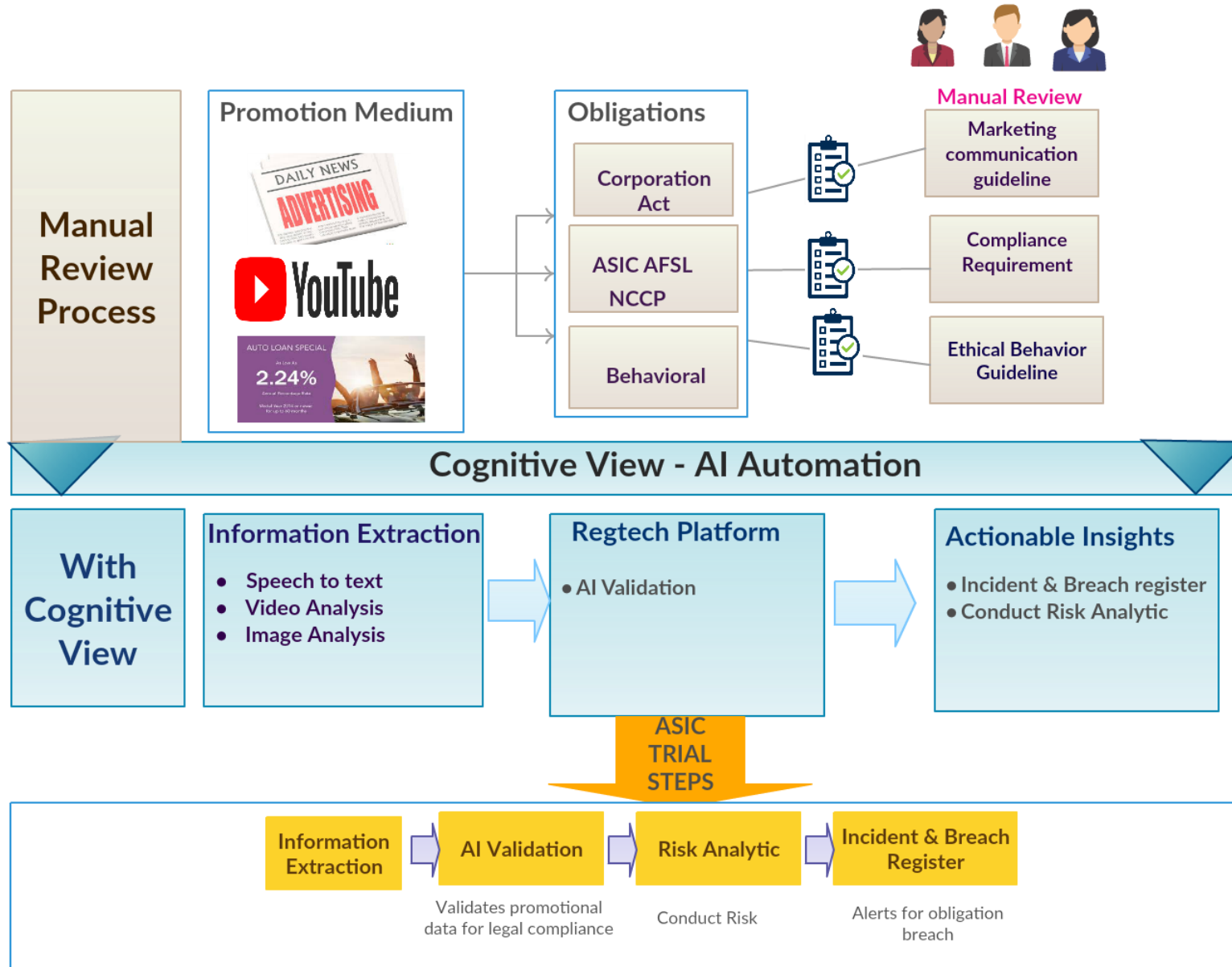


COGNITIVE VIEW

Customer Journey & Information Source



Monitoring Financial Promotions Steps

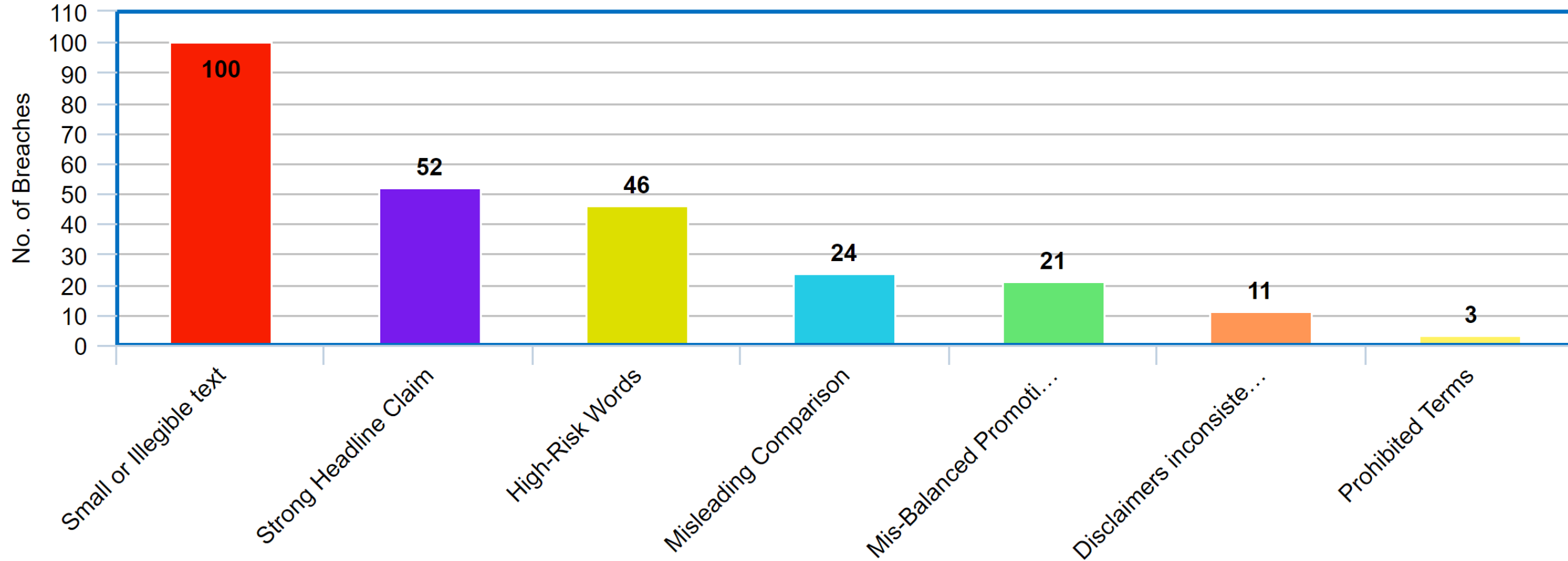


Key ASIC Demo Scenarios & Use cases

Principle Based Breach		Specific Requirement Breach	
Disclaimers inconsistent with the headline claim	Small or illegible text	Australian Credit License Disclosure	Annual Percentage Rate Absent
Comparison between products	High Risk Words	Prohibited Terms	Comparison Rate Warning
Returns, features, benefits and risks	Deceptive Conduct	Comparison Rate Prominence	Comparison Rate Absent

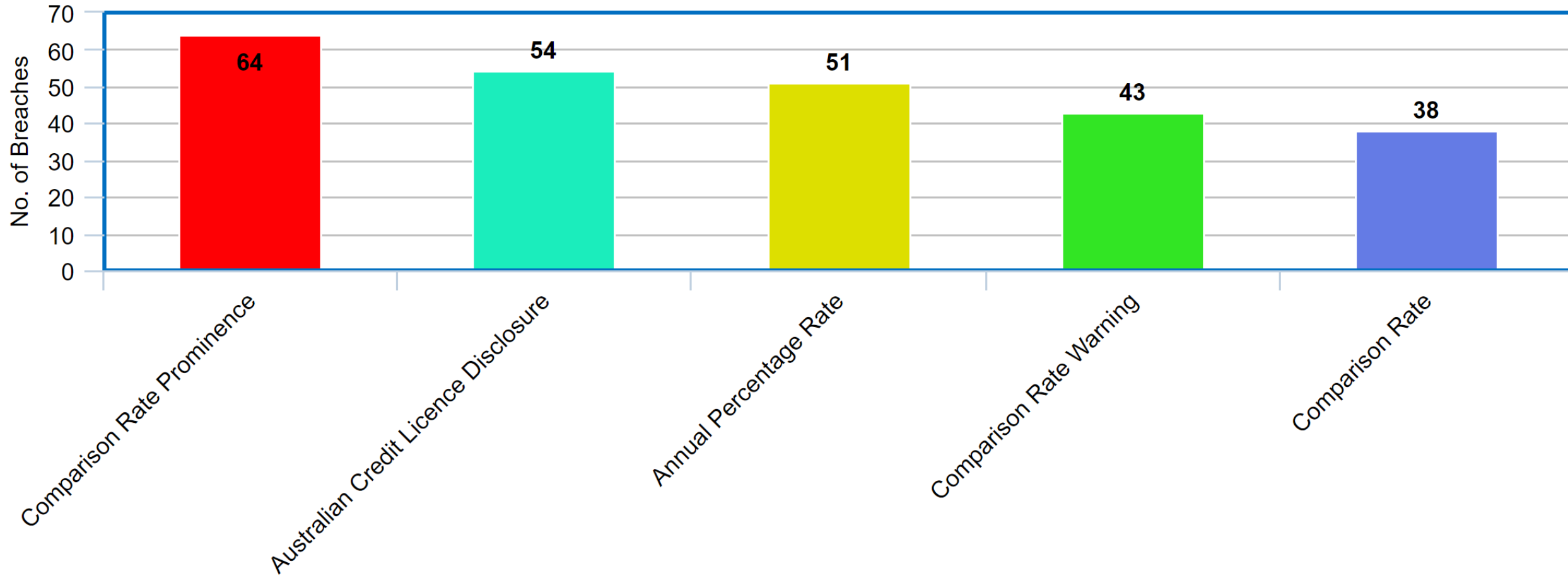
Results

Principle Based Breaches ASIC Trial Data



Results

Specific Requirement Breaches ASIC Trial Data



Our Observations & Challenges

Observations

Continuous monitoring of certain advertisement Media

Joint Advertisements without the ACL

Challenges

Hard to identify Publication Name (Source)

Relative Font Size in image

Differentiate Promotional content vs Objects on display

