



BANGKO SENTRAL NG PILIPINAS

OFFICE OF THE DEPUTY GOVERNOR | REGIONAL OPERATIONS AND ADVOCACY SECTOR

MEMORANDUM NO. M-2026-006

To : **All Bangko Sentral-Supervised Institutions**

Subject : **Updates to BSP Memorandum No. M-2013-038**

In view of the relaunch of the Financial Sector Forum's Protect Your Money (PYM) Campaign on 17 June 2025, BSP Memorandum No. M-2013-038 is hereby updated as follows:

1. All Bangko Sentral-Supervised Institutions (BSIs) are required to display:
 - a. the refreshed PYM poster, either in print or digital format; and
 - b. the new PYM automated teller machine art card, as applicable.
2. BSIs shall likewise disseminate PYM-related content on their respective websites, social media platforms, and other official information and communication channels; and
3. Such display and dissemination shall be in accordance with the Guidelines on the Display of PYM Materials, attached as Annex 1 of this Memorandum.

For compliance and immediate implementation.


BERNADETTE ROMULO-PUYAT
Deputy Governor

27 February 2026

ANNEX 1 - GUIDELINES ON THE DISPLAY OF PROTECT YOUR MONEY (PYM) MATERIALS

A. FOR PYM POSTERS

Bangko Sentral-Supervised Institutions (BSIs) shall display the PYM poster in printed or digital format, in either portrait or landscape orientation, subject to the following:

1. Printed posters (Figure 1)

- a. The refreshed PYM poster shall be displayed in clearly visible areas within the premises of their head office and all branches and/or other offices.
- b. Reproduced posters shall comply with the prescribed size of sixteen inches by twenty-four inches (16 x 24 inches).
- c. Each BSI may obtain up to two (2) printed copies of the refreshed Protect Your Money (PYM) poster from the Economic and Financial Learning Office (EFLO) located at the BSP Hub, Malate, Manila, or from the nearest BSP Regional Office or Branch (Directory attached as Annex 2), ***until supplies last.***

Figure 1: PYM Printed Poster



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2. Digital posters (Figures 2.1 and 2.2)

- a. The refreshed PYM digital poster (portrait or landscape version) shall be displayed through LED screens, digital signages, electronic billboards, online platforms, or similar media, as applicable.
- b. The official digital posters (portrait and landscape versions) may be downloaded from the BSP website through the link or QR code shown in Table 1.


Figure 2.1: PYM Digital Poster Portrait version



Figure 2.2 PYM Digital Poster (Landscape version)



Table 1: Downloadable link and QR code for PYM Materials in the BSP Website

Link to PYM Page in the BSP Website	QR Code linked to the PYM Page in the BSP Website
<p>https://www.bsp.gov.ph/Pages/InclusiveFinance/FinEdConsumerProtectionCampaigns.aspx</p>	

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B. FOR PYM ART CARDS (as applicable)

BSIs shall display the PYM ATM art card on their automated teller machines (ATMs) on the screen interface in a manner clearly noticeable to users during transactions.

The official PYM ATM art card is downloadable from the BSP website through the link or QR code shown in Table 1.

Figure 1: PYM ATM Art Card



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<p>https://www.bsp.gov.ph/Pages/InclusiveFinance/FinEdConsumerProtectionCampaigns.aspx</p>	

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C. FOR OTHER PYM MATERIALS

BSIs shall publish and share the following PYM materials through their official communication channels:

1. Social media reels
2. Social media posts
3. SMS advisories, as applicable
4. Radio interviews, as applicable

These materials may be downloadable from the BSP website through the link or QR code shown in **Table 1**, *as soon as available*.

Table 1: Downloadable link and QR code for PYM Materials in the BSP Website

<i>Link to PYM Page in the BSP Website</i>	<i>QR Code linked to the PYM Page in the BSP Website</i>
https://www.bsp.gov.ph/Pages/InclusiveFinance/FinEdConsumerProtectionCampaigns.aspx	

For clarifications, please contact the FSF's Consumer Protection and Education Committee at cpecsecretariat@bsp.gov.ph.

ANNEX 2 - BSP DIRECTORY FOR PYM DISTRIBUTION

OFFICE/BRANCH	ADDRESS/EMAIL ADDRESS	CONTACT PERSON	TEL NO.
<i>(Contact for PYM Distribution)</i>			
Bangko Sentral ng Pilipinas (Main Office)	BSP Hub, Bangko Sentral ng Pilipinas, Roxas Boulevard East Service Road, Bgy. 719, Malate Manila, Philippines 1004 Email: cpecsecretariat@bsp.gov.ph	Mark Joseph Bayona or Enrique Villanueva	(+632) 8811-1277 (8811-1BSP) local 4115 to 4116
North Luzon Regional Office	No. 14 Loakan Road, Loakan-Apugan, Baguio City	Marian Patosa	(074) 665-1483; (02) 8811-1277 loc 7051-7054, 7056-7059
Batac Branch	National Highway, Quiling Norte, Batac City, Ilocos Norte	Gomer Gomez	(077) 792-2103 / 2104 Fax No.: (077) 792-2105
Cabanatuan Branch	Cor. Del Pilar and Paco Roman Sts., Brgy. Matadero, Cabanatuan City	Ma. Lourdes Laconsay	(044) 463-1735 / 463-1736
Dagupan Branch	Tondaligan, Bonoan Guesset, Dagupan City, Pangasinan	Gomer Gomez	(075) 653-0027 / 653-0032
La Union Branch	Quezon Avenue, City of San Fernando, La Union	Gomer Gomez	(072) 888-2083 Fax No.: (072) 888-2083
San Fernando Branch	Greenfields Subd., Mac Arthur Highway, Sindalan, San Fernando City, Pampanga	Ma. Lourdes Laconsay	(045) 455-4014 / 455-3836 / 455-3835
Tuguegarao Branch	Regional Government Center, Carig Sur, Tuguegarao City	Ma. Elena Madriaga	(078) 304-4755 / 304-7815 loc 5469
South Luzon Regional Office	Roxas Avenue, Diversion Road, Brgy. Triangulo, Naga City, Camarines Sur Email: bsp-slro@bsp.gov.ph	Keith Eduard Hidalgo	(054) 206-8532 / 206-7532
Legazpi Branch	Barangay 18 Rizal St. Cabagan, Legazpi City	Paulette Gay Menguilla	(052) 742-3799 / 201-2592 / 201-5433
Lucena Branch	Quezon Avenue Extension, Brgy. 8, Lucena City	Shanise Geri Villanueva	(042) 373-7323

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<i>(Contact for PYM Distribution)</i>			
Puerto Princesa Branch	North National Highway cor. Sampaloc Road, Brgy. San Jose, Puerto Princesa City, Palawan	Hazel Ramirez	(02) 88111277 loc 7060 to 63
Visayas Regional Office	Cor. Osmena Blvd & P. del Rosario Sts., Cebu City	Roxan Mujeres	(032) 254-0973 Fax No.: (032) 254-9367
Bacolod Branch	Lacson cor. Luzuriaga Sts., Bacolod City	Roannvi Villarojo	(034) 435-4623 to 24; 434-7755 Fax No.: (034) 435-2816
Iloilo Branch	BSP Bldg., Brgy. Danao, Solis St., Iloilo City	Buena Mae Rentuma	(033) 337-6635 Fax No.: (033) 338-0573
Roxas Branch	Arnaldo Boulevard, Brgy. Baybay, Roxas City 5600	Buena Mae Rentuma	(036) 621-7823 Telefax No.: (036) 621-7812
Dumaguete Branch	North Road, Daro, Dumaguete City	Roannvi Villarojo	(035) 422-8425 / 422-9326
Tacloban Branch	Airport Road, San Jose, Tacloban City	Erma Lagarto	(053) 888-0690
Mindanao Regional Office	E. Quirino Avenue, Davao City	Dorothy Joy Diaz	(082) 227-9051 Fax No.: (082) 226-4130
Butuan Branch	J.C. Aquino Ave., Brgy. Libertad, Butuan City	Glizriel Rose Quijada	(085) 815-1502
Cagayan De Oro Branch	National Highway & Velez Sts., Cagayan de Oro City	Noelle Angela Pamaran	(088) 857-4179 / 857-4180 / 857-4181
Cotabato Branch	Governor Gutierrez Avenue, Rosary Heights VII, 9600 Cotabato City	Edward Cabalida	(064) 429-3379 / 429-3381 / 429-3382
General Santos Branch	City Hall Drive corner Pendatun Avenue, General Santos City	John Paul Capili	(083) 552-1906
Ozamiz Branch	Circumferential Road, Ozamiz City	Noelle Angela Pamaran	(088) 521-2678 / 521-0782
Zamboanga Branch	N.S. Valderrosa St., Pettit Barracks, Zamboanga City	Hermogenes Buenaflor, Jr.	(062) 991-2151

Data Source: *BSP Website*

Taken from: <https://www.bsp.gov.ph/Pages/AboutTheBank/ContactUs/ContactDetailsRegionalOfficesAndBranches.aspx>

As of 29 August 2025