

The complaint

Mr R complains that Atom Bank PLC provided unclear and misleading information when it notified him of an interest rate reduction on his savings account.

What happened

Mr R holds an Instant Saver Reward account with Atom. Atom emailed Mr R to let him know that following a 0.25% reduction in the Bank of England base rate, the interest rate on his account was being reduced by 0.6%.

Mr R complained to Atom saying that the way in which the email was presented:

- Made the reduction in the base rate more prominent than the interest rate reduction on his account.
- Created friction by diverting attention from the rate reduction on his account by including links to a blog about the base rate reduction.
- Downplayed the disproportionate nature of the change due to the language used.

Atom didn't uphold Mr R's complaint. It said the email provided the reason why interest rates were changing and a link with additional information. And then it provided a table showing how the interest rate reduction affected Mr R's account.

Unhappy with the outcome, Mr R referred his complaint to this service. Our investigator didn't uphold the complaint. He thought Atom's email was clear and not misleading and provided advance notice of the interest rate reduction.

Mr R didn't accept the investigator's findings, so the complaint has been passed to me.

What I've decided – and why

I've considered all the available evidence and arguments to decide what's fair and reasonable in the circumstances of this complaint.

Having done so, I've reached the same overall conclusion as the investigator for the same reasons. I appreciate that Mr R feels strongly about this matter and will be disappointed with my decision, so I'll explain why.

Mr R has made it clear in his communication with the investigator that his complaint is not about Atom reducing its rate, nor about the notice period given. Rather, his concern is about the presentation and sequencing of the information in the email which he feels is contrary to the Financial Conduct Authority's (FCA) requirement that all customer communications must be fair, clear and not misleading. As such, I make no comments on the actual rate reduction, or the notice period Mr R was given.

Firstly, I think it would be helpful to explain the remit of this service. We are a complaint resolution service – not a regulator. While we take into account the law, regulations and

good industry practice, we resolve complaints based on what we think is fair and reasonable in all the circumstances of each individual case.

I've looked at the email Mr R received from Atom. Having done so, I've found that the email is headed '*We're lowering rates on your Instant Saver Reward in 14 days*'. I think this clearly sets out – from the outset, that Atom was changing the interest rate on Mr R's account. The email goes on to explain that the Bank of England base rate had reduced and, consequently, the interest rate on Mr R's account is also going to be reduced. And it sets out - under a heading in bold '**what are my new rates**', the new interest rates applicable. I accept there was a link in the email, but I haven't seen enough to say this wasn't relevant information to the context of the email.

Overall, I've found the content of the email to be clear and not misleading. I think the email fairly and reasonably explains the interest rate reduction on Mr R's account. And I've seen that Mr R contacted Atom promptly after receiving the email and his communication makes it clear that he had fully understood the interest rate reduction on his account.

My final decision

For the reasons given above, I do not uphold this complaint.

Under the rules of the Financial Ombudsman Service, I'm required to ask Mr R to accept or reject my decision before 24 December 2025.

Sandra Greene
Ombudsman