

## **The complaint**

Mr W complains Coventry Building Society (CBS) didn't notify him about new products that had been released. He feels he has lost out on interest as a result of not being aware of these.

## **What happened**

Mr W received an email advertising a new savings account. He contacted CBS as he was dissatisfied this product had launched 4 weeks earlier and he hadn't been notified of this.

CBS explained it doesn't notify members about every new product as these are launched and removed on a regular basis. It confirmed Mr W can visit branch, its website or contact it directly at any time to explore alternative products.

Mr W was unhappy with this response, brought his complaint to this service and an investigator looked into things.

The investigator didn't think CBS had acted unfairly or unreasonably, stating CBS had made Mr W aware on previous occasions it doesn't notify all customers of new products. The investigator further stated it also can't automatically move accounts as terms and conditions may change and need to be agreed to.

Mr W remained unhappy with this response, stating he has signed up for marketing services and feels CBS have purposely withheld information, and are keeping consumers on lower interest rates. Mr W asked for an ombudsman to decide things.

Mr W also stated the interest rates on two of his accounts have been reduced without notification. The investigator has confirmed this is a separate complaint and Mr W has raised this to CBS, so it will not be reviewed under this existing complaint.

## **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.

I know this will come as a disappointment to Mr W, but I'm not upholding the complaint.

I have looked into what CBS have done previously as well as what it is currently doing. Mr W has been advised by CBS on two separate occasions in the past it doesn't notify consumers about all its new products. It has confirmed whilst Mr W is signed up to marketing notifications, it doesn't send information on every product launched.

My role is to assess whether CBS have acted fairly and reasonably as opposed to telling it to change its internal policies or processes. I think it would be difficult for CBS to inform every customer about every new product. Some of these may not apply to certain customers or could result in excessive marketing notifications.

Whilst I understand Mr W's frustration in relation to similar accounts with different interest

rates, CBS are unable to change an account without the permission of a consumer. The terms and conditions on these accounts may differ and may not be suitable to every consumer.

Mr W says CBS should inform its customers upon joining that it won't promote every account or product. I don't think a business needs to exhaustively list or discuss what it does and doesn't do.

It has previously advised Mr W he is able to check for any new products through the website or by contacting it directly. I think CBS have been fair and reasonable in giving this information to Mr W previously and I don't think it needs to do anything further for this complaint.

### **My final decision**

My final decision is that I don't uphold this complaint.

Under the rules of the Financial Ombudsman Service, I'm required to ask Mr W to accept or reject my decision before 10 April 2026.

Hannah Edmondson  
**Ombudsman**