



## Jacqueline D. Shinfield

Partner | Toronto

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Jacqueline's practice focuses on all aspects of regulatory compliance in the retail financial services and payments industry at both the federal and provincial levels. She provides advice to regulated financial institutions and non-bank institutions, pay day loan companies, money services businesses, foreign exchange dealers, mobile payments service providers, digital currency exchanges and others. She has extensive experience providing advice in respect of Canada's anti-money laundering and anti-terrorism financing legislation as well as Canadian sanctions legislation.

Jacqueline also has particular expertise in the payment and card industry and provides advice to those involved in all aspects of these industries, including credit card, stored value card and virtual card issuers, issuers and exchangers of digital currency, e-wallet providers, payment solution providers, program managers, payment processors, payment acquirers, payment networks and others involved in payment systems generally. She also provides a wide range of advice on regulatory issues with respect to the development of new payment products and distribution networks and on regulatory compliance with respect to payment systems legislation and consumer protection legislation.

Jacqueline assists financial institutions in their dealings with the Financial Consumer Agency of Canada and assists regulated entities in their dealings with the Financial Transactions and Reports Analysis Centre of Canada. She also acts for businesses and institutions in providing advice on compliance with the rules and by-laws of the Canadian Payments Association and codes of conduct of the Canadian Bankers Association.

### AWARDS & RECOGNITION

Jacqueline was named Person of the Year at the 2016 PX Payments Awards and was inducted into the Canadian Payments Hall of Fame. Payments eXchange is the Canadian organization that represents all sectors of the payments business in Canada (gift cards, prepaid cards, eCards, ePayments, mobile payments and transaction processing), as well as providing ongoing legal and statute updates that govern each aspect of the payments business.

In 2015, Jacqueline was named one of *Paybefore's Top 10 Payments Lawyers*. She is the only Canadian lawyer to receive this recognition.

She is also recognized as a leading banking and financial services lawyer in the following publications:

- *Chambers Canada: Canada's Leading Lawyers for Business 2017* (Banking & Finance: Financial Services Regulation)
- *IFLR1000: The Guide to the World's Leading Financial LawFirms - 2017 Edition* (Financial Services Regulatory)

- *The Canadian Legal Lexpert Directory 2017* ("Repeatedly Recommended" in Banking & Financial Institutions)
- *The Best Lawyers in Canada* (2013, 2014, 2015 and 2016)

## PUBLICATIONS

Author: AML Update: Not So Fast - Implementation of New Identity Verification Requirements Extended  
Blakes Bulletin on Financial Services Regulatory, June 14, 2017.

Co-author: Banking Cannabis Clients Under Canada's Anti-Money Laundering Regime  
Blakes Bulletin on Cannabis, May 25, 2017.

Co-author: FCAC Publishes First Decision Regarding Non-Compliance with Code of Conduct  
Blakes Bulletin on Financial Services Regulatory, May 18, 2017.

Co-author: FCAC Issues New and Amended Code of Conduct Guidance  
Blakes Bulletin on Financial Services Regulatory, August 4, 2016.

Author: Amendments to Canadas Anti-Money Laundering Legislation: The First Step  
Blakes Business Class on Capital Markets and Financial Services Regulatory, June 27, 2016.

Author: Amendments to Canada's Anti-Money Laundering Legislation: What is New and What is Next  
National Banking Law Review, Volume 34, No. 5, October 2015.

Author: Risky Business: Assessment of Inherent Risks of Money Laundering and Terrorist Financing in Canada and Guidance on the Risk-Based Approach  
Blakes Update on Financial Services Regulatory, August 2015.

Author: Risky Business: Assessment of Inherent Risks of Money Laundering and Terrorist Financing in Canada and Guidance on the Risk-Based Approach  
Lexology, August 10, 2015.

Author: Amendments to Canada's Anti-Money Laundering Legislation: What's New and What's Next  
Lexology, July 6, 2015.

Author: Amendments to Canada's Anti-Money Laundering Legislation: What's New and What's Next  
Canadian Corporate Counsel, Volume 24, Number 7, July/August, 2015.

Author: Amendments to Canadas Anti-Money Laundering Legislation: Whats New and Whats Next  
Blakes Update on Financial Services Regulatory, July 2015.

Author: Canada amends its card industry Code of Conduct  
E-Finance & Payments Law & Policy, Volume 9, Issue 5, May 2015.

Author: Amendments to Code of Conduct for Credit and Debit Card Industry  
Blakes Bulletin on Financial Services Regulatory, April 2015

Author: Viewpoint: Canada's Regulation of Mobile Payments: Merchant Protection at the Cost of Innovation  
Pay Gov, Volume 9, Issue VII, April 2015.

## PROFESSIONAL APPEARANCES

Moderator: The Future of Money  
Panel Discussion, Blakes Business Class Seminar, Toronto, Ontario, June 5, 2017.

**Co-speaker: Payments, Fraud, Risk: The Legal Panel**

The Payments Canada Summit, Toronto, Ontario, May 25, 2017.

**Co-speaker: The Future of KYC**

Prepaid Symposium, Canadian Prepaid Providers Organization, Toronto, Ontario, May 23, 2017.

**Co-speaker: Payments, North and South of the 49th - What's Next?**

TRANSACT 17: Powered by ETA, The Electronic Transactions Association, Las Vegas, Nevada, May 10-12, 2017.

**Co-speaker: Beneficial Ownership: Expectations, Limitations and Contradiction**

16th Annual Forum on Anti-Money Laundering and Financial Crime Conference, The Canadian Institute, Toronto, Ontario, May 9-10, 2017.

**Co-speaker: PSD2 & European Directives That Could Impact North American Payments**

ACT Canada Cardware 2017, Payment Insights, Niagara Falls, Ontario, May 1-3, 2017.

**Speaker: AML: A Regulatory and Legal Perspective**

12th Annual Forum on Payments Compliance in Canada, The Canadian Institute, Toronto, Ontario, February 28-March 1, 2017.

**Speaker: Exploring New Technologies: Blockchain and Cryptocurrency**

The Internet of Things and Connected Payments, Ontario Bar Association's Institute, Toronto, Ontario, February 9, 2017.

**Co-speaker: Co-Speaker - "Compliance Programs with a Focus on Risk Assessment"**

17th National Forum on Prepaid Card Compliance, American Conference Institute, Washington, D.C., January 30-31, 2017.

**Co-speaker: Supporting Emerging Innovation and Technologies: Impacts and Considerations**

The Innovation Forum: Thinking Beyond Today, Blakes Event, Toronto, Ontario, November 24, 2016.

**Speaker: The New AML Regulations**

Canadian Credit Union Association Webinar, November 24, 2016.

**Co-panellist: Financial Crime Hot Topics**

Association of Certified Anti-Money Laundering Specialists (ACAMS) 4th Annual AML & Financial Crime Conference Canada, Toronto, Ontario, October 25-26, 2016

**Co-speaker: Mastering the New PCMLTFA Client Identification and Domestic PEP Requirements**

Association of Certified Anti-Money Laundering Specialists (ACAMS) 4th Annual AML & Financial Crime Conference Canada, Toronto, Ontario, October 25-26, 2016.

**Co-speaker: AML & Economic Sanctions: Dovetailing Both Programs to Block Terrorist Financing**

American Conference Institute's 2nd Canadian Forum on Economic Sanctions Compliance & Enforcement, Toronto, Ontario, October 5-6, 2016

**Co-speaker: Managing the Risks of Risk Management**

Association of Certified Anti-Money Laundering Specialists (ACAMS) 15th Annual AML & Financial Crime Conference, Las Vegas, Nevada, September 26-28, 2016.

**Co-speaker: International Perspective in the Prepaid Context, Product Innovation, Challenges Associated with Regulating Innovative Products and to What Extent These Regulatory Challenges Are Causing United States to Lag Behind the Rest of the World in Terms of Payment Innovation**

American Conference Institute's 16th National Forum on Prepaid Card Compliance, Chicago, Illinois, September 26-27, 2016

**Speaker: FINTRAC Recent Developments Practice Points**

More Than Just a PEP Talk: New AML Trends and Regulations, Blakes Business Class Seminar, Toronto, Ontario, September 13, 2016.

**Speaker: New Regulations**

More Than Just a PEP Talk: New AML Trends and Regulations, Blakes Business Class Seminar, Toronto, Ontario, September 13, 2016.

**Speaker: Disruption in the Payment Industry: A legal and regulatory perspective**

Payments Panorama, Calgary, Alberta, June 15-17, 2016.

**Speaker: Prepaid Without Borders: Critical Legal, Regulatory, and Compliance Challenges Inherent in International Expansion**

American Conference Institute's 15th National Forum on Prepaid Card Compliance, San Francisco, California, June 2-3, 2016.

**Co-speaker: Canada's Fight Against Money-Laundering: The Next Frontier**

Transparency International Canada's 6th Annual Day of Dialogue: Spotlight on Corruption, Toronto, Ontario, May 10, 2016.

**Co-speaker: Compliance - Front and Centre**

2016 Canadian Conference for Credit Union Leaders, Credit Union Central of Canada, Saskatoon, Saskatchewan, May 1-4, 2016.

**Co-speaker: Knowing Your Customer: Identity Verification in the Digital Age**

The Canadian Institute's 15th Annual Forum on Anti-Money Laundering, Toronto, Ontario, April 26-27, 2016.

**Speaker: Legal Brief: Regulatory, Privacy & Other Matters**

Payments eXchange 8th Annual PX Retreat, Toronto, Ontario, April 21, 2016.

**Co-speaker: Lessons from the Panama Papers: Analyzing Systemic Compliance Failures to Formulate Corrective Responses**

Association of Certified Anti-Money Laundering Specialists (ACAMS) web seminar series, April 19, 2016.

**Co-speaker: International Developments: How Other Nations Are Looking At This Technology Outside of the U.S., and Structuring Products for International Customers**

American Conference Institute's (ACI) Blockchain & Distributed Ledger Technology Conference, New York, New York, April 13-14, 2016.

**Co-speaker: The New Normal: Integrating Emerging Beneficial Ownership Standard Into Existing AML Oversight**

Association of Certified Anti-Money Laundering Specialists (ACAMS) 21st Annual International AML & Financial Crime Conference, Hollywood, Florida, April 11-13, 2016.

**Co-speaker: The NAFTA Nexus: Compliance Commonalities among Mexico, the US and Canada**

ACAMS 21st Annual International AML & Financial Crime Conference, Hollywood, Florida, April 11-13, 2016.

**Speaker: Canadian Sanctions Compliance**

Canadian Credit Union Association Webinar, March 31, 2016.

**Co-speaker: Distributed Ledger Innovations Within Traditional Markets**

The Centre for International Governance Innovation (CIGI), Toronto, Ontario, March 14, 2016.

**Co-speaker: Manage the Risk of New Payment Solutions: Refreshing and Updating Your Compliance Program**

11th Annual Forum on Payments Compliance in Canada, Toronto, Ontario, February 23-24, 2016.

**Co-speaker: Overview of the Regulatory Landscape: Federal and Provincial Regulators**

The Osgoode Certificate in Regulatory Compliance & Legal Risk Management for Financial Institutions, Toronto, Ontario, February 3, 2016.

**Speaker: Prepaid Cards in the International Context: Cross Border Remittances, Choice of Law Issues, and Dealing with Countries Lacking Prepaid Card Regulation**

ACI's 14th National Forum on Prepaid Card Compliance, Washington, DC, January 28-29, 2016.

**Speaker: Canadian AML: Updates, Challenges and Moving Forward**

The Canadian Institute's 21st Annual Regulatory Compliance for Financial Institutions conference, Toronto, Ontario, December 10-11, 2015.

**Speaker: Canada's Anti-Money Laundering Controls - Are They Enough?**

Transparency International, Toronto, Ontario, December 9, 2015.

**Co-speaker: Sanctions Update: Cuba, Ukraine, Iran - and Your Institution**

ACAMS Web Seminar Series, Toronto, Ontario, December 2, 2015.

**Co-speaker: Global Considerations Resolving Differences Between US, EU and Canadian Sanctions**

ACI's 6th Annual Economic Sanctions Boot Camp, New York, New York, December 1-2, 2015.

**Speaker: Implementing C-31's New Enhanced PEP Scrutiny Requirements**

ACAMS Financial Crime Forum, Toronto, Ontario, November 30 - December 1, 2015.

**Moderator: Utilizing the National Risk Assessment as a Blueprint for Strengthened Compliance**

ACAMS Financial Crime Forum, Toronto, Ontario, November 30 - December 1, 2015.

**Co-speaker: AML - Again More Law**

Blakes Business Class Seminar, Toronto, Ontario, November 18, 2015.

**Co-speaker: Canada Focus: Seeking Solutions to Canadian-Specific Compliance Issues**

ACAMS Web Seminar Series, Toronto, Ontario, November 4, 2015.

**Co-speaker: Beyond Cards: Adapting to Disruption in Payments**

Blakes Business Class Seminar, Toronto, October 22, 2015.

**Co-chair: Economic Sanctions Compliance & Enforcement**

American Conference Institute's Canadian Forum, Toronto, Ontario, October 6-7, 2015.

**Co-speaker: Prepaid Without Borders: Critical Legal, Regulatory and Compliance Challenges Inherent in International Expansion, How to Manage Them, and Lessons Learned From Overseas**

ACI's 13th National Forum on Prepaid Card Compliance, Chicago, Illinois, September 30 - October 1, 2015.

**Co-speaker: Innovations in Payments Systems & Finance**

Canadian Finance & Leasing Association Conference, Gatineau, Quebec, September 16-18, 2015.

**Co-speaker: The International Crypto, Virtual and Digital Currency Landscape: Assessing the Evolving Legal and Business Environments in Key Foreign Markets and Sorting out the Current International Regulatory Environment in Europe, Africa, Middle East, Asia/Pacific and the Americas**

ACI's 3rd National Forum on Crypto, Virtual & Digital Currency and Payment Systems, Chicago, Illinois, June 24-25, 2015.

**Keynote Speaker: Life in the C Suite: What Questions Need to be Asked About Payment?**

ATC Canada Cardware Conference, Niagara Falls, Ontario, June 16-17, 2015.

**Moderator: Protecting your Institution from AML-Related Civil Liability**

Association of Certified Anti-Money Laundering Specialists (ACAMS), Toronto, Ontario, June 8-9, 2015.

**Moderator: Overcoming Rapidly Evolving Sanctions Compliance Challenges**

Association of Certified Anti-Money Laundering Specialists (ACAMS), Toronto, Ontario, June 8-9, 2015.

**Speaker: What You and Your Retail Clients Need to Know about Payment Cards**

The Law Society of Upper Canada's 5th Annual Business Law Summit, Toronto, Ontario, May 7, 2015.

**Co-speaker: Prepaid Without Borders: Critical Legal, Regulatory and Compliance Challenges Inherent in International Expansion, and How to Manage Them**

ACI's 12th National Forum on Prepaid Card Compliance, San Francisco, California, May 28-29, 2015.

**Co-speaker: Leading the Defence: Practical Strategies and Legal Considerations for Effective Cybersecurity and Data Breach Incident Response Planning**

Blakes Business Class Seminar Part 1 - Pre-Breach Readiness, March 31, 2015 Part 2 - Post Breach Best Practices, Toronto, Ontario, April 9, 2015.

**Speaker: The View from Up North: The Regulatory Environment For Mobile Payments in Canada**

Payments 2015, presented by NACHA, New Orleans, Louisiana, USA, April 19-22, 2015.

**Speaker: Preparing for the implementing regulations under Bill C-31 - The key issues your organization will need to address in order to maintain compliance**

The Canadian Institute's 14th Annual Forum on Anti-Money Laundering, Toronto, Ontario, April 8-9, 2015.

**Co-speaker: Regulation & Compliance in the US & Canada: How similar? How different?**

International Money Transmitters Conference (IMTC) USA 2015, Las Vegas, Nevada, March 23-25, 2015.

**Co-chair and Speaker: Payment Cards and Anti-Money Laundering Compliance**

The Canadian Institute's 10th Payments Forum, Toronto, Ontario, February 25-26, 2015.

**Co-speaker: Overview of the Regulatory Landscape**

The Osgoode Certificate in Regulatory Compliance & Legal Risk Management for Financial Institutions, Toronto, Ontario, January 27, 2015.

**Co-speaker: The International Digital and Virtual Currency Landscape: Assessing the Evolving Legal and Business Environments in Key Foreign Markets and Sorting out the Current International Regulatory Environment in Europe, Africa, Middle East, Asia/Pacific and the Americas**

ACI's 2nd National Forum on Virtual & Digital Currency and Payment Systems, New York, New York, November 20-21, 2014.

**Speaker: Canadian AML: Updates, Challenges and Moving Forward**

The Canadian Institute's 20th Annual Regulatory Compliance for Financial Institutions Conference, Toronto, Ontario, November 19-20, 2014.

**Co-speaker: Anti-Money Laundering: Regulatory Updates and Best Practices**

Ontario Bar Association, Toronto, Ontario, November 13, 2014.

**Co-speaker: Go Ahead, Forget Your Wallet: Perspectives on the Mobile Payment Revolution**

Association of Corporate Counsel Annual Meeting, New Orleans, Louisiana, October 28-31, 2014.

**Co-speaker: Payment Cards and Systems**

Blakes Business Class Seminar, Toronto, Ontario, October 23, 2014.

**Co-chair and Speaker: Loyalty in the Card Market: Successes and Challenges**

Women in Payments Symposium, Toronto, Ontario, September 23, 2014.

## **MEDIA APPEARANCES**

**Quoted: How the banks' need for criminal checks is becoming big business for small firms**  
Article by Danny Bradbury, National Post, September 20, 2016

**Quoted: Canadian AML Risk Report 'A Missed Opportunity'**  
Article by Mark Taylor, PaymentsCompliance, August 13, 2015.

**Quoted: Canada: Blockchain Is Like Early Internet, Let It Breathe**  
Article by John Basquill, PaymentsCompliance, July 2, 2015.

**Quoted: Canada Widens Card Conduct Laws To Bring Mobile Into Fold**  
Article by Mark Taylor, PaymentsCompliance, April 22, 2015.

**Quoted: North Stars - Leading Canadian payments providers tell us what's hot**  
Article by Adam Perrotta, PAY magazine, Fall, 2014.

**Quoted: The Next Frontier - The Global Nature of Business and Emerging Technologies are Driving Law Practice Evolution**  
Cover article by Jennifer Brown, Canadian Lawyer, October, 2014.

## **PROFESSIONAL ACTIVITIES**

Jacqueline is a member of the Canada Advisory Board established by the Association of Certified Anti-Money Laundering Specialists. She is also a member of the Finance Advisory Board for Practical Law - Canada established by Carswell and is a member of the advisory board of Payments eXchange, a Canadian payments organization that represents all sectors of the payments business in Canada.

Jacqueline is a frequent speaker on the Canadian payment landscape and regulatory compliance in the payments arena.

## **EDUCATION**

Admitted to the Ontario Bar - 1989  
LL.B., Osgoode Hall Law School - 1987  
B.A., University of Winnipeg - 1986