The Smart Campaign works globally to create an environment in which financial services are delivered safely and responsibly to low-income clients. As the world’s first financial consumer protection standard, the Campaign maintains a rigorous certification program, elevates the client voice, and convenes partners to effect change at the national level. Nearly 100 financial institutions, collectively serving more than 41 million people, have been certified for adhering to the Campaign’s industry-accepted consumer protection standards.

### The Client Protection Principles

The Client Protection Principles form the bedrock of the Smart Campaign. Developed in concert with providers, international networks, microfinance and banking associations, these principles represent a global consensus on what constitutes fair treatment of clients.

- Appropriate Product Design and Delivery
- Prevention of Over-indebtedness
- Transparency
- Responsible Pricing
- Fair and Respectful Treatment of Clients
- Privacy of Client Data
- Mechanisms for Complaint Resolution

### What We Do

**Smart Certification:** The Smart Campaign’s Certification program allows financial institutions to demonstrate their adherence to the Client Protection Principles through a rigorous and objective third-party evaluation. Accredited Certification Bodies conduct Certification Missions that confirm an organization’s commitment to putting its clients first.

**Building Coalitions for Change:** The Smart Campaign works across the entire financial inclusion sector to help financial service providers understand client protection, uncover their gaps and make positive changes. The Model Legal Framework translates the Campaign’s standards into regulation, while the technical support we provide to financial service providers, investors and networks infuses client protection into the DNA of the financial inclusion industry. Recently, the Campaign formed a community of practice called FintechProtects to engage providers and build industry will and know-how to address emerging consumer risks in digital financial services.

**Tools Development and Dissemination:** The Smart Campaign and its partners have developed a host of tools that help financial institutions implement the Client Protection Principles. These tools range from diagnostics to guidelines and are available at [www.smartcampaign.org/tools-a-resources](http://www.smartcampaign.org/tools-a-resources).
Why Client Protection Matters Now

- Protecting clients is the right thing to do. Smart Campaign endorsers believe that protecting clients is not only the right thing to do, but also the smart thing to do. When they deliver transparent, respectful and prudent financial services, financial service providers help to ensure that their clients benefit from using financial services and build a foundation for healthy operations in the future.

- We know more than ever before about how to keep clients safe. After decades of experience, the financial inclusion industry is keenly aware that predatory providers, abusive practices, weak regulations and inappropriate products can create lasting and sometimes devastating harm. And in an increasingly interconnected world, clients are speaking out about what they need to access economic opportunity. The Smart Campaign is helping to define good business practices, and we know it can make a critical difference in the lives of clients.

- The market is more complex than ever. Today, financial service providers serving low-income populations are more likely to offer not just credit, but also savings, payments, insurance and a wide range of digital services. Value chains are more diffuse which complicates accountability for client well-being. With this expansion, brand new client protection issues are emerging and the Smart Campaign’s approach is evolving to encompass them.

- Investors and regulators need to protect clients. Investors and governments increasingly rely on Smart Certification as an emblem of client protection and empowerment. Close to half of Smart Certified institutions indicated that their certification helped them attract investment. Investors feel confident that Smart Certified institutions represent a sustainable investment, minimize their exposure to risk, and protect their clients. In addition, 80% of institutions said that their certification helped them comply with local regulation.

Major Funders

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