The Better than Cash Alliance is a United Nations based partnership of

50 MEMBERS

GOVERNMENTS

COMPANIES

INTERNATIONAL ORGANIZATIONS

that *accelerates the transition from cash to digital payments* to reduce poverty and drive inclusive growth.

BETTER THAN CASH ALLIANCE

Responsible Digital Payments Guidelines

By Ros Grady

May 26th, 2016

AGENDA

- ➢ **Objective**
- ➢ **Background**
- ➢ **Audience**
- ➢ **The Guidelines: Content**
- ➢ **The Guidelines: Examples**
- ➢ **Next steps**
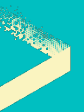
Responsible Digital Payment GUIDELINES

OBJECTIVE

Guidelines and Practical Examples for collectively building responsible digital payments markets

CHARACTERICTICS

- **Focus on financially underserved**

- **Technology and provider neutral**

- **Likely to evolve over time**

BACKGROUND

- **Responsible Digital Finance Forums 2014 & 2015**

- **BTCA Mapping of DFS Principles, Standards and Codes 2015**

- **Payments Aspects of Financial Inclusion (PAFI) Report 2015**

- **G20 High Level Principles on Financial Consumer Protection**

- **World Bank Good Practices on Financial Consumer Protection**

- **Smart Campaign Client Protection Principles**

- **GSMA Code of Conduct for Mobile Money Providers**

AUDIENCE

Stakeholders in digital payments markets for the underserved:

- **Governments**
- **Payment providers**
- **Payment makers**
- **International development organizations**

THE GUIDELINES: THE CONTENT (1)

1. Treat Clients Fairly
2. Keep Client Funds Safe
3. Ensure Product Transparency for Clients
4. Design for Client Needs and Capability

THE GUIDELINES: THE CONTENT (2)

5. **Support Client Usage Through Interoperability**
6. **Take Responsibility for Providers of Client Services**
7. **Protect Client Data**
8. **Provide Client Recourse**

THE GUIDELINES: EXAMPLES IN ACTION (1)

DEALING WITH AGENTS

- **Fraud - 3(iii)**

- **Interoperability - 5**

- **Liability - 6(i)**

- **Training and Oversight - 6(ii)**

- **Advice of Provider Details - 6(iii)**
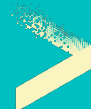
- **Recourse Systems - 8(iii)**

THE GUIDELINES: EXAMPLES IN ACTION (2)

DATA USE AND PROTECTION

- **Confidentiality and Security - 7(i)**

- **Express and Informed Consent - 7(i)**

- **Clear Sales Information - 1(i)**

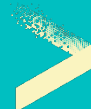- **Responsibility for Service Providers - 6**

THE GUIDELINES: EXAMPLES IN ACTION (3)

DESIGNING FOR CLIENT NEEDS

- **Product Design - 4(i)**

- **Design of User Interface - 2(iv)**

FINANCIAL CAPABILITY

- **Treat Customers Fairly - 1**

- **Transparent Product Information - 2**
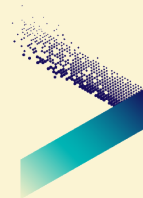
- **User Instructions - 4(ii)**

NEXT STEPS

- ➢ **Ongoing Consultation**
- ➢ **Better Than Cash Alliance Approval**
- ➢ **Dissemination**
- ➢ **Build Knowledge on Responsible Practices**

BETTER THAN CASH
ALLIANCE

www.betterthancash.org

Responsible Digital Payments Guidelines

1. **Treat Clients Fairly**

2. **Safeguard Clients Funds**

3. **Enhance Product Transparency for Clients**

4. **Design for Clients Needs and Capability**

5. **Support Client Usage through Interoperability**

6. **Take Responsibility for Providers of Client Services**

7. **Protect Client Data**

8. **Provide Client Recourse**