



Keeping clients first  
in microfinance



# The Client Protection Principles

The Client Protection Principles articulate the standards of care that clients should expect to receive when doing business with a financial service provider. These principles were distilled from extensive work by many providers, networks, and supporting organizations. They represent a consensus view shared widely across the microfinance industry. Over 4,000 individuals, providers, institutions, regulators, and investors worldwide have endorsed these principles.

## APPROPRIATE PRODUCT DESIGN AND DELIVERY

Providers will take adequate care to design products and delivery channels that do not cause clients harm. Products and delivery channels will be designed with client characteristics taken into account.

## PREVENTION OF OVER-INDEBTEDNESS

Providers will take adequate care in all phases of their credit process to determine that clients have the capacity to repay without becoming over-indebted.

## TRANSPARENCY

Providers will communicate clear, sufficient, and timely information in a manner and language clients can understand so that clients can make informed decisions.

## RESPONSIBLE PRICING

Pricing, terms, and conditions will be set in a way that is affordable to clients while allowing for financial institutions to be sustainable.

## FAIR AND RESPECTFUL TREATMENT OF CLIENTS

Providers will treat their clients fairly and respectfully. They will not discriminate. Providers will ensure adequate safeguards to detect and correct corruption and abusive treatment.

## PRIVACY OF CLIENT DATA

The privacy of individual client data will be respected in accordance with local laws and regulations and will only be used for purposes specified when the information is collected, unless otherwise agreed with the client.

## MECHANISMS FOR COMPLAINT RESOLUTION

Providers will have in place timely and responsive mechanisms for complaints and problem resolution for their clients and will use them to resolve problems and improve products and services.