



DBI Criteria Checklist for FinTech Trust Seal

Payment Sub-sector

What is the FinTech Trust Seal?

A FinTech Trust Seal is a certification mark or digital badge awarded to FinTech companies that meet certain standards of trust, security, transparency, compliance, and operational integrity / ethical practices. It is typically issued by an independent body, such as a regulatory authority, industry association, or certified third-party auditor.

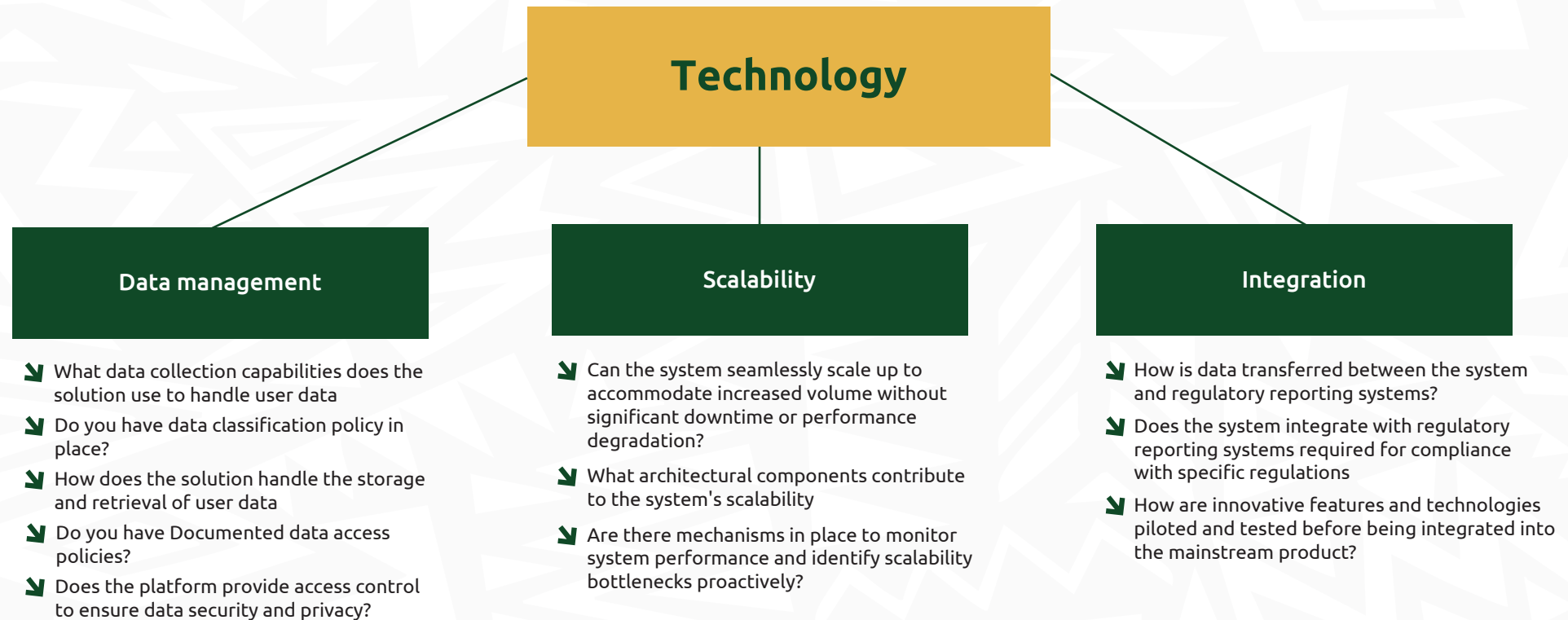
What are the benefits of having Trust Seal?

A FinTech Trust Seal mark can offer several valuable benefits to a FinTech company, particularly in emerging markets where trust, security, and credibility are paramount. Here are the key advantages:

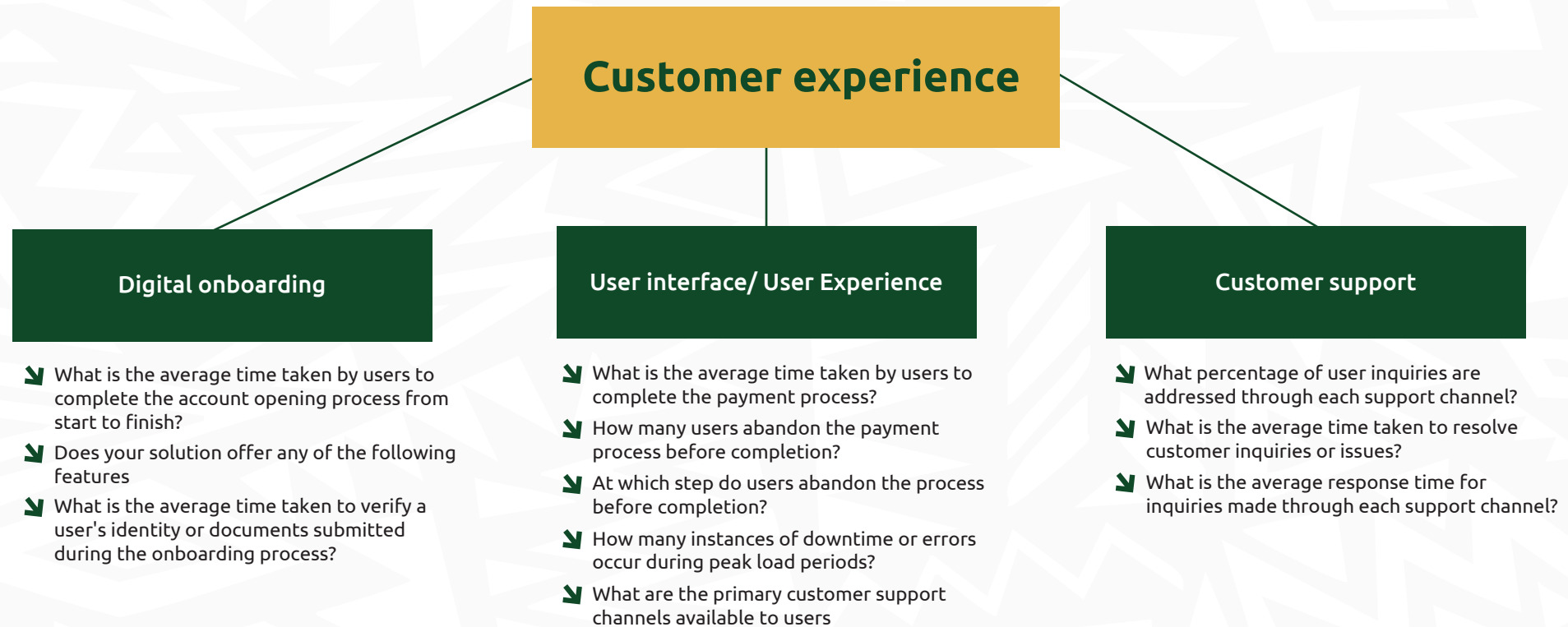
- ▶ Signals to customers that the company meets industry standards for security, compliance, and transparency.
- ▶ Builds trust, especially among first-time users or those unfamiliar with digital finance.
- ▶ Differentiates your fintech from competitors who do not have a trust seal.
- ▶ Becomes a marketing asset that signals reliability to users, partners, and investors.

- ▶ Demonstrates alignment with national and international compliance frameworks, such as data protection, KYC/AML, and cybersecurity protocols.
- ▶ Facilitates easier collaboration with regulators and licensing processes.
- ▶ Encourages banking partners, investors, and corporate clients to engage with your fintech due to reduced perceived risk.
- ▶ Builds confidence in cross-sector collaborations, especially in public-private partnerships.
- ▶ Companies with a Trust Seal often go through standardized assessments or audits, which can help identify and mitigate risks early.
- ▶ Users are more likely to register, transact, and stay loyal to platforms they perceive as trustworthy. Startups or scale-ups with a Trust Seal are seen as lower-risk investments, which can attract more investors or donors.
- ▶ Reinforces your fintech's role in contributing to safe and inclusive digital transformation, aligning with the goals of central banks, ICT ministries, or financial inclusion strategies.

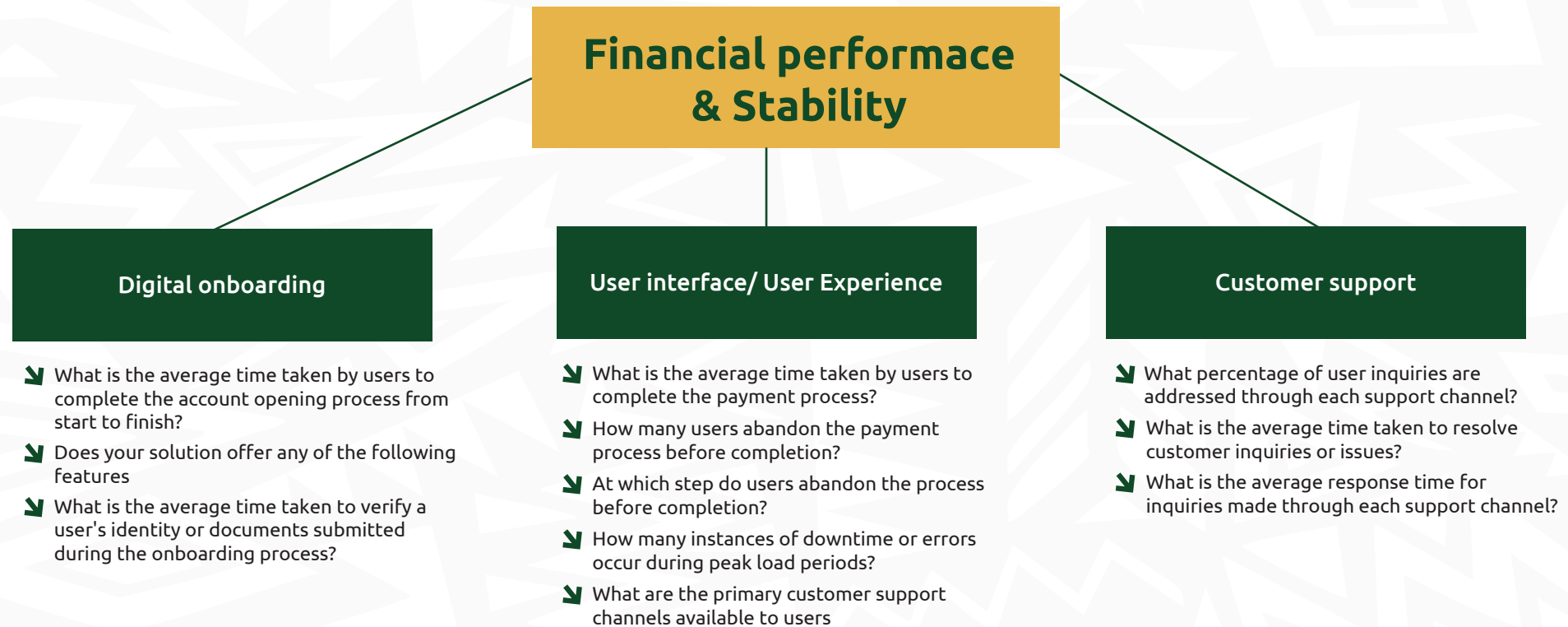
Requirement 1



Requirement 2



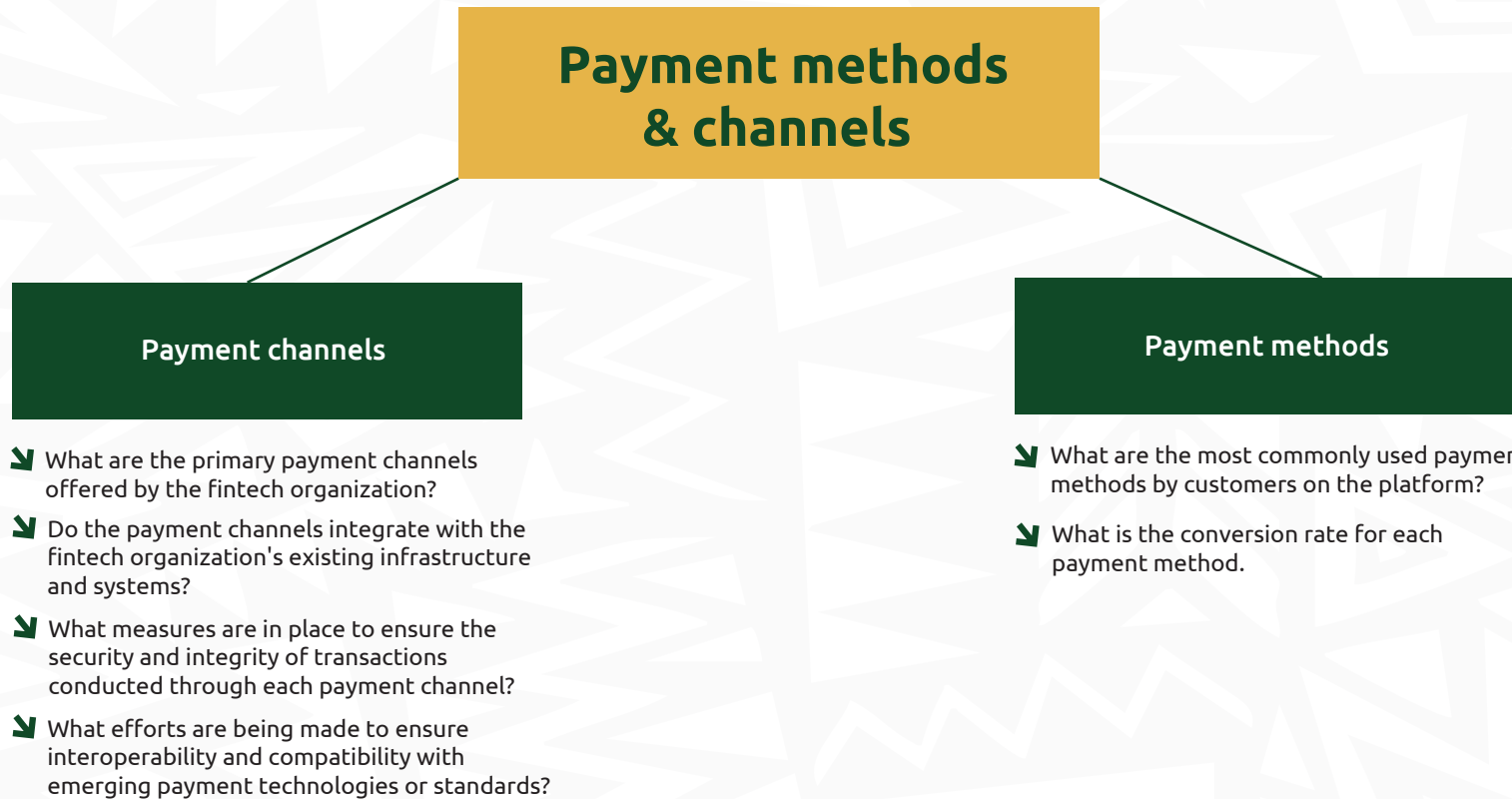
Requirement 3



Requirement 4



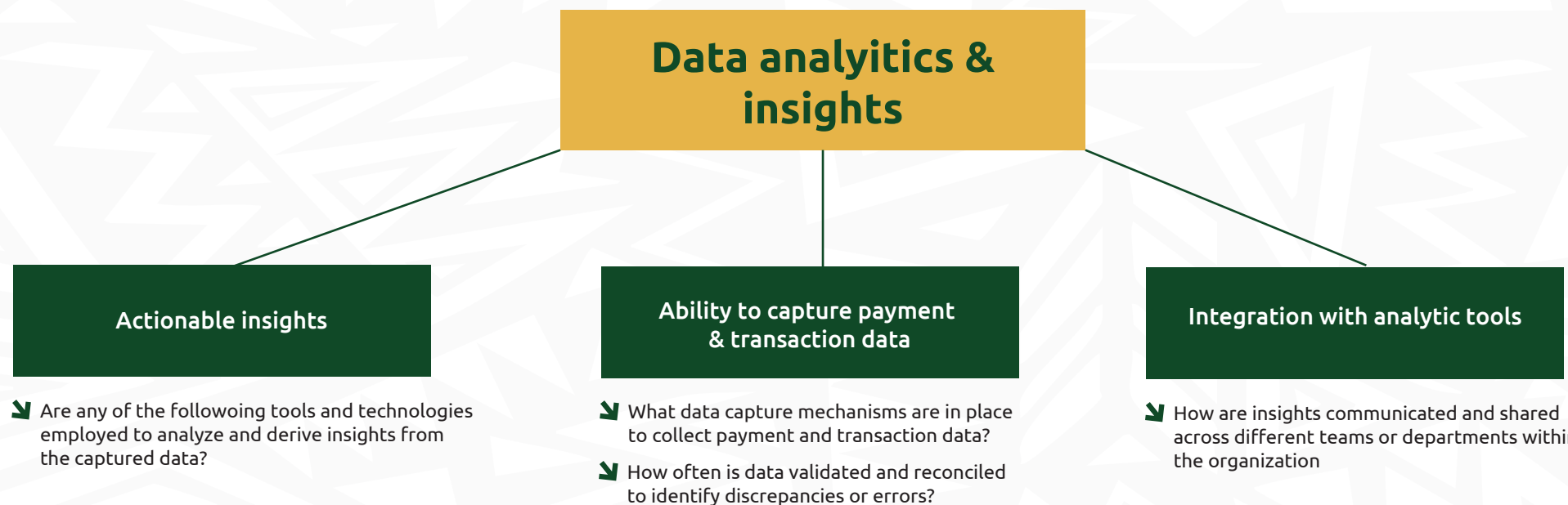
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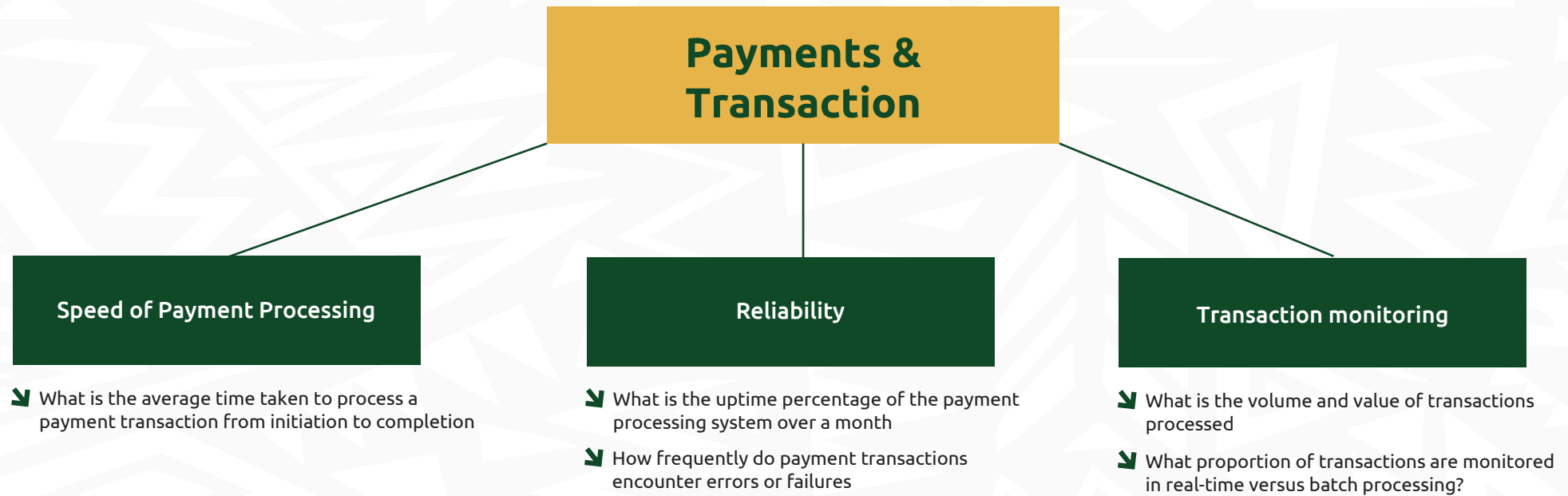
Requirement 6



Requirement 7



Requirement 8





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