

ABOUT INFiN

INFiN, a Financial Services Alliance, is the leading national trade association representing the diverse and innovative consumer financial services industry. The alliance includes more than 350 companies, operating approximately 8,000 locations throughout the United States and online. INFiN members deliver critical products and services – including small-dollar consumer loans, check cashing, pre-paid cards, money transfers, and electronic bill payments, among others – to meet U.S. consumers’ ever-changing needs and expectations.

OUR MISSION

As the voice of the vital and rapidly evolving consumer financial services industry, we advocate on behalf of customers to ensure all have access to cost-effective, transparent financial services in a thriving, competitive marketplace, enabling and empowering financial inclusion and stability.

CORE VALUES

INFiN serves as a collective of companies bound by a shared commitment to consumers and the dynamic consumer financial services industry, as embodied by the following guiding values:

- **INsight:** INFiN members’ deep understanding of the customer experience, coupled with the latest data and technology, provides insight into consumers’ needs and behaviors – vital to delivering products and services that empower customers with choices.
- **INnovation:** INFiN members are continuously advancing their financial solutions to meet consumers’ shifting needs and expectations with unique offerings and capabilities, powered by the latest technologies and designed to meet them wherever they are.
- **INtegration:** INFiN members operate across a range of platforms and channels, backed by integrated systems that enable customers to seamlessly access an array of convenient financial options wherever, whenever, and however they prefer, in storefronts and online.
- **INtelligence:** INFiN members employ advanced data analytics and other cutting-edge technologies that lead to better informed offerings and positive outcomes for customers, so that they can successfully and responsibly navigate their personal financial obligations.
- **INtegrity:** INFiN members are dedicated to treating consumers with the dignity and respect they deserve. Abiding by a comprehensive set of best practices, INFiN members are committed to operating in full compliance with all federal and state laws and regulations, as well as meaningful transparency and disclosure requirements.
- **INclusion:** INFiN members foster a more inclusive financial services marketplace, bridging a gap in the market that other financial institutions have chosen not to fill, and ensuring critical access to essential, regulated financial services that help consumers attain greater financial liquidity, experience, security, and upward mobility in their financial journey.