

MEET THE CFPB'S CODE OF CONDUCT

PerformMatch Allows for Easy Conformity to the CFPB's Bulletin

The Consumer Financial Protection Bureau (CFPB) issued guidance regarding the possible benefits of adhering to their four categories of "[Responsible Business Conduct](#)." PerformMatch covers these critical elements so consumer finance marketers can—easily and cost effectively—ensure they are meeting the CFPB's requirements.

1 SELF-POLICING

CFPB Requests

A "proactive commitment" to "use resources for the prevention and early detection of potential violations of consumer financial laws"

PerformMatch Provides



Proactive, automated monitoring of a marketer's own advertising collateral, as well as their affiliates and publishers for potential violations.

2 SELF-REPORTING

CFPB Requests

An entity... "to promptly report its own violations, or potential violations, to the CFPB"

PerformMatch Provides



Reports and alerts of critical compliance violations—in a format easy to forward to legal, marketing, the affiliate *and the CFPB*

3 REMEDIATION

CFPB Requests

"entities to...implement measures to prevent identified violations from recurring – even when only a potential for violations exists"

PerformMatch Provides



Remediation Managed Service that ensures potential violations by a clients channel partners are being addressed

4 COOPERATION

CFPB Requests

A party "must take substantial and material steps above and beyond what the law requires in its interactions with the CFPB"

PerformMatch Provides



The data and tools necessary to easily and fully cooperate with the CFPB

Protect Your Brand With PerformMatch