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**Date**

April 26, 2023

# New Approaches to Protecting Consumer of Digital Financial Services

On April 26, Paul Adams, the Director of the Consumer Protection Research Initiative, presented a lightning talk as part of the Global Digital Development Forum. His presentation, entitled "New Approaches to Protecting Consumer of Digital Financial Services," highlights new consumer protection measures regulators can use, such as analyzing transaction level data and complaints data, conducting mystery shopping, and machine learning. This presentation provided IPA with an opportunity to highlight the cutting edge techniques and new data sources the Initiative has identified over the past three years.