

October 1, 2021

Joint statement calling on financial service providers to join the Client Protection Pathway

We, the undersigned investors, networks, and associations, **call on all financial service providers to implement the [Client Protection Standards](#)**, which are the essential practices for excellence in consumer protection. These standards protect clients from unfair, deceptive, or abusive practices and equip people with the information, steps, and tools that they need to make sound financial decisions. The Client Protection Standards are embedded within the [Universal Standards for SPM](#) and are a key component of social performance management.

We also call on all providers to join the [Cerise + SPTF Client Protection Pathway](#). The “CP Pathway” guides providers in implementing the [Client Protection Standards](#), and helps them stay on track, while getting public exposure. Though each provider is responsible for its own practices, we recognize that only through **collective action** can we ensure the stability and vitality of the industry.

Every stakeholder has a role to play. As such, **each signatory of this joint statement is supporting its partners in their pursuit of client protection excellence.**

As our industry faces new opportunities and risks from the pandemic, digitalization, climate change, and more, our shared social mission should remain at the center. As an initiative created by and for the industry, we encourage your active engagement and feedback as the Client Protection Pathway unfolds.

Signatories:

