

Visa selects Aire to provide first-party credit insight through new fintech partner programme

- Aire is selected to join 'Visa Fintech Partner Connect' programme: enabling clients to access the next generation of digital payment experiences.

London; 11 November 2020: [Aire](#), the credit insight service, has been selected to join 'Visa Fintech Partner Connect' programme, a new initiative designed to help connect Visa clients with the next generation of digital products and services.

Aire's involvement in the programme, which was launched today, will help to connect Visa's financial services clients across Europe to Aire's first-party data, information gathered directly from the consumer, to help inform their credit decisioning and scoring processes.

Operating across the customer lifecycle, Aire enables lenders to make more accurate credit risk and affordability assessments about their customers and optimise decision-making using validated information provided by the consumer with consent.

Aneesh Varma, Founder and CEO of Aire, comments: 'We're delighted to be partnering with Visa, further enabling us to take the benefits of first-party data, and the fairer access to credit it provides, mainstream. As a world-leading consumer brand, today's initiative highlights Visa's commitment to champion innovative technology solutions that benefit the individual – and we look forward to working alongside them to do that at scale in the months to come.'

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About Aire

Founded in 2014, Aire is a pioneering data and technology company. Powered by first-party data, Aire is the only credit bureau to provide lenders with actionable credit insight gathered directly and with the consent of the consumer. Built to automate the power of human underwriters at scale, today insights from Aire inform credit decisions across the lending lifecycle for major financial institutions and banks across the UK and US. Aire has raised \$23 million in funding from backers that include Crane Venture Partners, White Star Capital, Orange Ventures and Experian. In 2020, Aire was awarded Risk.net's Technology award for 'Most Innovative Vendor' and a Credit Award for 'Best Use of Technology - Credit Risk.'

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Download a picture of Aneesh Varma:

<https://www.dropbox.com/s/63un0nw7onthm67/Aneesh%20Varma.JPG?dl=0>