

Aire joins independent industry body for fintech, Innovate Finance, to take the benefits of first-party data mainstream

- Aire becomes a member of the independent industry body for fintech, Innovate Finance

London; 11 March 2021: [Aire](#), the pioneering data and technology company, has joined Innovate Finance, the independent industry body representing the global FinTech community in the UK.

Joining as its newest scale-up member, Aire will use the partnership to further its consumer first approach to credit – and the fairer access it provides – for the mainstream.

Specifically, Aire will use the membership to advance its interest in policy and regulation as well as in gaining access to Innovate Finance’s global financial network as the credit bureau ramps up its international expansion across the US.

Aneesh Varma, Founder and CEO at Aire, comments: “At Aire, we’re bringing the individuality and agency of the consumer to credit – and with it, we’re changing the way lenders interact with their customers, forever. Innovate Finance is uniquely placed within our sector in bringing together fintechs, established players, investors and regulators. We’re looking forward to making the most of the collaboration, specifically in pushing the regulator for greater clarity and support for innovation that supports the consumer. Thanks for having us Innovate Finance.”

Charlotte Crosswell, CEO at Innovate Finance, comments: “We are delighted to welcome Aire to the Innovate Finance community, where they will join an ever-growing ecosystem of forward-thinking and innovative companies, ranging from seed stage startups and global financial institutions to investors, professional services firms, and global FinTech hubs. We look forward to collaborating to build a strong and fruitful partnership long into the future.”

ENDS

About Aire

Aire is a pioneering data and technology company, founded in 2014 to bring the individuality and agency of the consumer to credit. Powered by first-party, Aire provides rapid, actionable insight to advance credit decisioning for lenders, empowering fairer lending decisions that benefit everyone. A seamless consumer experience coupled with a unique approach to validation, insights from Aire are used everyday across the lending lifecycle of major institutions and banks. Operational in the UK and US, Aire was named ‘Most

Innovative Vendor' by Risk.net in the 2020 Risk Technology Awards and won 'Best use of Technology' at the Credit Awards. Aire is authorised and regulated by the FCA and backed by Crane Venture Partners, White Star Capital, Orange Ventures and Experian.

www.aire.io | [@AireScore](https://twitter.com/AireScore)

About Innovate Finance

Innovate Finance is the independent industry body that represents and advances the global FinTech community in the UK. Our mission is to accelerate the UK's leading role in the financial services sector by directly supporting the next generation of technology-led innovators.

Innovate Finance's membership ranges from seed stage startups and global financial institutions to investors, professional services firms, and global FinTech hubs. All benefit from Innovate Finance's unique position as the single point of access to promote enabling policy and regulation, talent and skills, business opportunity and growth, and investment capital.

By bringing together and connecting the most forward-thinking participants in financial services, Innovate Finance is helping create a global financial services sector that is more transparent, more sustainable and more inclusive.

www.innovatefinance.com | [@InnFin](https://twitter.com/InnFin)

Press contacts

Alexandra Lamport | alexandra@aire.io | M: +44 (0)7921 778 555