



Press Release

BBB Institute for Marketplace TrustSM Partners with PayPal[®]

The International Association of Better Business Bureau's Educational Foundation Announces PayPal[®] as New Corporate Trust Council Member

Arlington, VA (September 21, 2023) – The BBB Institute for Marketplace Trust (BBB Institute), the educational foundation of the International Association of Better Business Bureaus, is pleased to welcome PayPal[®], a BBB Accredited Business, as a new member of its Corporate Trust Council. The Council is a coalition of select companies that partner with BBB Institute to foster a trustworthy marketplace by providing expertise, resources, and funding support.

“We believe that proactive cross-sector collaboration plays an essential role in creating a safer online future for all,” said David Szuchman, SVP, Head of Global Financial Crimes and Customer Protection at PayPal. “The safety, security, and privacy of all PayPal users has always been a top company priority. We are excited to partner with the BBB Institute as we continue to explore new ways to further protect our customers by investing in solutions that help prevent fraud and scams from happening in the first place.”

Through this partnership, PayPal will provide funding to sustain and grow BBB Institute's programs and resources and expand BBB Institute's consumer education. PayPal is committed to protecting its customers and not only provides fraud monitoring tools for customers to validate, verify, and feel confident that they are in control when shopping and managing money, but also helps keep a customer's account and financial details safe – before, during and after checkout. Every eligible transaction is protected by 24/7 fraud monitoring.

Current members of the Corporate Trust Council include Amazon, Capital One, and Zelle[®]. The Council partners work together on strategic initiatives aimed at protecting today's consumers, such as:

- Building a community of better businesses by developing best practices and educational resources.
- Identifying new threats to a trustworthy marketplace and creating strategies to address them.

- Delivering programs, resources, and tools to protect consumers and build trust between consumers and businesses in the marketplace.

“Corporate Trust Council members share BBB Institute’s passion for building a network of better businesses and helping people avoid scams through education,” said BBB Institute Executive Director Melissa Lanning Trumpower. “By working together with Council members and our network of BBBs serving communities across the United States and Canada, we are able to make an even bigger impact. We are thrilled to add PayPal to the Corporate Trust Council.”

A few examples of the work BBB Institute has done with its Corporate Trust Council members:

- Upgraded the [BBB Scam TrackerSM](#) prevention and reporting platform in 2022 in partnership with Amazon and Capital One. Since launch in November 2022, reports and traffic to the platform have increased significantly.
- Delivered consumer education programs aimed at empowering people to spot scams and avoid losing money and/or personal information.

ABOUT BBB® AND BBB INSTITUTE:

For more than 100 years, the Better Business Bureau® has been helping people find businesses, brands, and charities they can trust. In 2020, people turned to BBB more than 220 million times for BBB Business Profiles on 6.2 million businesses and Charity Reports on 11,000 charities, all available for free at [BBB.org](#).

The BBB Institute for Marketplace Trust (BBB Institute) is the BBB’s educational foundation, whose mission is to educate and protect consumers, promote best practices for businesses, and solve complex marketplace problems. BBB Institute’s consumer educational programs, which include a wide array of resources on fraud prevention and education, are delivered both digitally and in-person by Better Business Bureaus serving communities across the U.S. and Canada. You can find more information about BBB Institute and its programs at [BBBMarketplaceTrust.org](#).

About PayPal

PayPal has remained at the forefront of the digital payment revolution for more than 20 years. By leveraging technology to make financial services and commerce more convenient, affordable, and secure, the PayPal platform is empowering hundreds of millions of consumers and merchants in more than 200 markets to join and thrive in the global economy. For more information, visit <https://www.paypal.com>.

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