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# Why Retailers and Merchants Should Pay Attention to the CFPB

## The Consumer Finance Podcast

### SPEAKERS

[Jesse Silverman](#) | [Chris Willis](#)

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In this episode of *The Consumer Finance Podcast*, Chris Willis and Jesse Silverman delve into the recent activities of the Consumer Financial Protection Bureau (CFPB) that pose significant risks to retailers and merchants. They discuss various proposed rules, including those related to buy now, pay later, open banking, data brokers, and digital wallets, and how these could impact businesses that utilize consumer payment data. The conversation also covers the potential implications of becoming subject to CFPB supervision, including the rigorous compliance expectations and the extensive examination process. Jesse and Chris emphasize the importance of retailers and merchants getting educated on these developments and considering proactive steps to mitigate risks.

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