CFPB Amends Wise Order for Remittance Practices

MAY 15, 2025

WASHINGTON, D.C. – The Consumer Financial Protection Bureau (CFPB) today amended its January 30, 2025 consent order with the international remittance company Wise resolving claims including advertising inaccurate fees and failing to properly disclose exchange rates and other costs. Wise allows customers to send, receive, and store remittances through a mobile app and prepaid accounts and debit cards. The CFPB initiated an administrative action that found the company misled customers in the United States about its ATM fees and failed to properly disclose other fees. When people sent money that did not arrive on time, Wise failed to refund the remittance fees in the timeframe required by law.

Wise PLC (LON: WISE) is a publicly traded global electronic money services provider. It is headquartered in the United Kingdom, and does business in the United States through Wise US, a wholly owned subsidiary. Wise US is a nonbank remittance transfer provider headquartered in New York and incorporated in Delaware. Wise US offers and provides consumers international money transfer services, known as remittance transfers, in 48 states, the District of Columbia, Guam, the U.S. Virgin Islands, and Puerto Rico. Wise US has more than three million customers in the U.S.

Wise does not have any physical storefronts in the U.S., and instead relies on a mobile app, along with its prepaid and debit cards. Wise offers U.S. consumers two products: Send Money (remittance transfers through its mobile app) and the Wise Account (a prepaid account product). Wise maintains U.S. bank accounts, which allows it to process transfers for U.S. customers by transferring funds from the United States to foreign countries and vice versa. Wise also facilitates transfers by U.S. customers that occur entirely outside of the United States. On the prepaid card, customers can store and send money in multiple currencies. A third product, a debit card, allows customers to spend money stored on the prepaid account.

Under the Consumer Financial Protection Act, the CFPB has the authority to take action against institutions violating consumer financial protection laws, including by engaging in unfair, deceptive, or abusive acts or practices. The CFPB also has the authority to enforce the Electronic Fund Transfer Act and its implementing Regulation E, including the Prepaid Rule and the Remittance Transfer Rule. The CFPB's January 30, 2025 Consent Order required Wise to:

- Pay approximately $450,000 to harmed consumers to resolve claims, including that the company's prepaid card violations resulted in at least 16,000 consumers being overcharged.
- Pay a $2.025 million fine to the CFPB's victims relief fund (cfpb.gov/enforcement/payments-harmed-consumers/civil-penalty-fund/).

The May 15, 2025 Amended Consent Order supersedes the January 30, 2025 Consent Order and requires Wise to redress the harm to consumers and to pay a revised fine of approximately $45,000 in accordance with relevant law. The Amended Consent Order aligns the civil penalty with applicable provisions of the Consumer Financial Protection Act, 12 U.S.C. § 5565(a)(2)(H), (c)(4), relevant precedents for the conduct and cooperation at issue, the terms of Executive Order 14219 (Feb. 19, 2025), and the Bureau's rescission of certain guidance including Consumer Financial Protection Circular 2024-02: Deceptive marketing practices about the speed or cost of sending a remittance transfer, 89 FR 27357 (https://www.federalregister.gov/citation/89-FR-27357) (Apr. 17, 2024).

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