



Cherie Blair
**FOUNDATION
FOR WOMEN**

Mobile Money Best Practice: Security and Trust

Introduction

Mobile money has transformed how people manage their finances, offering a fast, accessible and reliable way to send, receive and store money. For women entrepreneurs in low and middle income countries, it can help overcome common challenges with managing payments, accessing banking services or keeping business finances organised.

But with greater access comes the need for greater awareness. Knowing how to keep your mobile money account safe is essential to protect your business and build trust with your customers. This guide offers practical tips to help you use mobile money with confidence and peace of mind.

Strengthening account security

Your first line of defence is your PIN or password. Choose one that's strong and unique - avoid birthdays, repeated digits or other easy-to-guess numbers. Never share your PIN with anyone, and update it regularly.


If available, opt for extra layers of protection like two-factor authentication or biometric login using your fingerprint, face or voice. These features add security while keeping things simple for you.

Verifying transactions and recipients

Before sending money, take a moment to double-check the recipient's number. Mistakes can be costly and hard to reverse. Stick to trusted, official payment channels and enable notifications (SMS or app alerts) to confirm transactions as they happen.

Protecting against fraud and scams

Fraudsters may try to trick you with fake messages or calls pretending to be from your provider. Be cautious if someone asks for your PIN, personal information or urges you to act quickly.



If something doesn't feel right, contact your provider directly using a verified number - don't respond to suspicious texts or click unknown links.

Using authorised agents and services

When you deposit or withdraw cash, make sure you're working with an authorised mobile money agent. Look for identification badges or signs, and always wait until the transaction is fully confirmed before leaving. If something seems off, report it immediately.

Monitoring account activity

Check your account activity often. This helps you spot any suspicious or unfamiliar transactions early. Many providers also offer tools like transaction alerts or spending limits, which can help you stay in control and add another layer of protection.

Educating users and raising awareness

Security isn't just an individual responsibility. Mobile money providers and community organisations play a vital role in educating users and raising awareness. Workshops, campaigns and strong customer support services empower users to use mobile money safely and confidently.

Conclusion

Mobile money opens up powerful opportunities for women entrepreneurs to grow and sustain their businesses. But like any financial tool, it works best when used wisely.

By staying informed and following simple security practices, you can protect yourself, your business and your customers. As mobile money services continue to grow, your awareness and vigilance will help ensure safe, reliable transactions to enable your business to thrive.

