

The complaint

Miss M complains that Jaja Finance Ltd trading as Asda Money Credit Card (Asda Money) lent to her irresponsibly when issuing a credit card. She says had adequate checks been made they would have shown an active debt management plan and signs of existing financial distress.

What happened

Miss M applied for and was granted the following credit card by Asda Money.

Date	Event	Credit Limit
October 2024	Account Opening	£2,200

The details of this complaint are well-known to both parties, so I won't repeat them again here. Only one matter, the visibility of a debt management plan at the time of the lending, is in dispute. I'll focus on that and giving the reasons for my decision.

What I've decided – and why

I've considered all the available evidence and arguments to decide what's fair and reasonable in the circumstances of this complaint.

We've set out our general approach to complaints about unaffordable or irresponsible lending on our website, and I've taken this into account in deciding Miss M's case.

I've decided the credit was provided fairly because:

- I think the checks Asda Money did before providing the credit were reasonable and proportionate given the credit limit it offered and what it knew about Miss M's financial situation. This included reviewing Miss M's application data, credit bureau and third party credit reports.
- Having checked Miss M's credit bureau data, it showed one previous default, but given the time elapsed since that was recorded I think it was reasonable for Asda Money to have treated that as historic. No debt management plan, County Court Judgment, Individual Voluntary Arrangement or other agreement with creditors was visible to Asda Money at the time of lending decision.
- Based on the information Asda Money gathered and what it knew about Miss M's circumstances, there was nothing to suggest Miss M was likely to be unable to sustainably repay what she was being lent. The amount of credit offered was modest compared to the declared income of £90,000 per annum. There were no signs of immediate or ongoing financial distress.
- I have asked Miss M for copies of her records to clarify her financial position at the time of the lending, but this has not been received.
- I don't think Asda Money acted unfairly in any other way.

This means I don't think Asda Money did anything wrong when it provided the credit card to Miss M.

I've also considered whether the relationship might have been unfair under s.140A of the Consumer Credit Act 1974. However, for the reasons I've already given, I don't think Asda Money lent irresponsibly to Miss M or otherwise treated her unfairly. I haven't seen anything to suggest that s.140A or anything else would, given the facts of this complaint, lead to a different outcome here.

I know this isn't the outcome Miss M hoped for. But for the reasons above, I'm not asking Asda Money to do anything to put things right.

My final decision

My final decision is that I'm not upholding Miss M's complaint about Jaja Finance Ltd trading as Asda Money.

Under the rules of the Financial Ombudsman Service, I'm required to ask Miss M to accept or reject my decision before 20 May 2026.

Richard Bellamy
Ombudsman