

IDENTITY & FRAUD

Equifax solutions help you fight fraud at every stage of the consumer journey by leveraging the right solution at the right time.

A layered approach to fraud prevention

Fraud can occur at any point in the consumer journey, and it's getting harder and harder to detect as tactics become increasingly more sophisticated and more people interact with companies exclusively online.

We can help you simplify the application process, improve authentication and compliance checks, and verify identities with digital, real-time solutions that have proven to **reduce fraud risk by 90% and operational overhead by 30%.**

Leveraging the right solution at the right time is the key to stopping fraudsters and reducing losses. Therefore, we work with businesses to create a layered approach using our products and solutions to fight fraud at every step of the consumer journey.

Drive smarter revenue and improve the consumer experience.

Leverage Equifax's powerful combination of differentiated data and advanced analytics, built on a cloud-native data fabric and scalable global platforms, for more timely and trusted insights and better-informed decisions.

Working together, we can create certainty in real time, over time, and at any point along your consumer's journey. **We can tailor our solutions to meet your distinct business needs**, helping you drive smarter revenue and offer better consumer experiences.



CONFLUENT STRATEGIES

EQUIFAX® | Sales Agent

confluentstrategies.com

800-863-8514



**WE CAN HELP YOU DETECT AND MITIGATE FRAUD
WITHOUT DISRUPTING THE CONSUMER'S
EXPERIENCE.**

IDENTITY/FRAUD SOLUTIONS

Fight fraud throughout the consumer journey.

Assist credit risk compliance

AML Connect

Leverage this streamlined, scalable anti-money laundering compliance service.

OFAC Alert

Conduct OFAC checks quickly and efficiently to meet various aspects of regulatory requirements.

Consumer Attributes

The industry's largest, most powerful portfolio of credit attributes delivers enhanced predictability and performance.

Verify, authenticate, and link identities

Account Verification

Mitigate risk by verifying the identity of consumers with their account numbers.

Military Lending Act (MLA) Covered Borrower Status

Complete the required MLA covered borrower status check with our fast, easy solution.

FraudIQ Authenticate

Risk-based authentication helps prevent identity fraud without disrupting the consumer experience.

Prevent fraud risk and loss

Customer Portfolio Review

Reduce risk and grow your portfolio with custom criteria for deep insights into consumer credit behaviors.

FraudIQ Identity Alerts

Protect your business from fraud by quickly identifying suspicious information and potential risks.

Digital Identity Trust

Have confidence in the legitimacy of consumer identity with effective verification.

FraudIQ Identity Score

Prevent fraudulent activity during consumer acquisition and account opening.

InstaTouch ID

Simplify digital transactions for consumers and minimize the risk in real time.

Secure MFA

Add fast, easy, and reliable protection with layered authentications for your digital channels.

Commercial Identity/Fraud solutions are also available.

Reach out to your Equifax Relationship Manager to learn more!