A Cost-Effective Solution for Fraud Mitigation and Compliance with the FFIEC and USA PATRIOT Act

Today’s virtual marketplace brings buyers and sellers together online to open accounts, transact business and get instantaneous approval and access. But with identity theft increasing at an alarming rate, and with the increasing complexity of staying in compliance with government regulations, today’s lenders need new fraud mitigation solutions.

eIDcompare™ is an Internet-based service that helps companies mitigate the risk of doing business online by validating that an applicant’s identity actually exists or by verifying the identity of a joint applicant not present during an account opening process. eIDcompare is an economical solution that is deployed for less risky, lower-exposure online transactions by leveraging a “waterfall” approach to validating applicant information against multiple data sources.

Best-of-Breed Identity Validation

If an identity is connected to questionable activity, eIDcompare delivers a warning indicator, reason codes, data source validation, and either a “pass” or “manual review” recommendation... all in real-time.

- Reduce fraud through identity authentication.
- Efficiently book verified customers in real-time.
- Minimize manual processing time and costs.
- Customize security requirements specific to your industry or business needs.
- Reduce your Web site abandonment rates by proactively addressing security concerns.
- Comply with USA Patriot Act, FFIEC and FCRA guidelines.

Customers who need to secure high-exposure transactions have integrated eIDcompare into their fraud mitigation strategy. Equifax has proven solutions for:

- Brokerage
- Insurance
- Financial Institutions
- Credit Unions
- Telecommunications
- eCommerce

See the eIDcompare 5-Step Process on reverse.

“Equifax’s eIDcompare gives us real-time identity validation, which has resulted in significantly lower fraud losses.”

- Richard Payne
  Executive Vice President,
  Credit Marketing & Risk Management
  Fingerhut

Industry-Leading Fraud Solutions

eIDcompare also helps to keep you in compliance with USA PATRIOT ACT and FFIEC guidelines. The latest product version is even more robust with the addition of a statistical scoring function that provides a fraud index score as part of the identity assessment.

If you are ready to do business more profitably and securely on the Internet, then trust in Equifax’s industry-leading identity validation services. For more information, contact your Equifax sales representative, visit www.enable.equifax.com or call 1-800 722-6119.
Identity Authentication Process

An ideal solution for businesses transacting online with unknown consumers, the eIDverifier authentication process consists of five steps:

1. **Integrity Check**
   - elDcompare standardizes and screens applicant-provided information to test for data inconsistencies and irregularities. This includes checking for details such as data that has been reported as belonging to a deceased consumer and the validation of Social Security and driver’s license formats.

2. **Pattern Recognition**
   - A pattern recognition algorithm is conducted on each transaction. For example, a velocity parameter determines the number of times an applicant has applied for authentication in a specific time frame.

3. **Identity Validation**
   - To confirm an identity’s legitimacy, elDcompare uses a “waterfall” approach in gathering validation information from multiple data sources. This means that if the identity cannot be validated with the first data source, elDcompare will proceed to the next data source until the identity is validated.

4. **Assessment & Scoring**
   - As an optional step, elDcompare can apply a new statistical model that generates a fraud index that can be leveraged in the overall assessment of an applicant.

5. **Output**
   - elDcompare provides the following output elements:
     - Warning Indicators
     - Data Source of Validation
     - Reason Codes
     - Statistical Score*
     - Pass/Manual Review Recommendation

*optional