



## Digital Identity Verification Solutions

Fight fraud. Reduce risk. Approve more customers.

Digitization has changed the way we work and the way we purchase. More and more companies need to have the right systems and processes in place to generate business through online interactions.

How your organization drives revenue through online channels while preventing fraud, managing risk and ensuring an easy consumer experience is one of today's biggest challenges.

The opportunity lies in a powerful combination: Innovative fraud, identity and KYC<sup>1</sup> solutions from Equifax with SecureKey Technologies' cutting edge digital technology verification services.



Verified.Me by SecureKey Technologies Inc. is a secure identity and attribute sharing network for consumers developed in cooperation with seven of Canada's major financial institutions – BMO, CIBC, Desjardins, National Bank of Canada, RBC, Scotiabank and TD.

Verified.Me supports organizations that require stronger ID validation and less friction during the authentication process for new and existing customers.

### Three unique opportunities



#### Complete KYC

The goal with KYC is to prevent fraud, tax evasion, terrorism financing and other financial crimes. Our digital KYC solution enables a fully digitized and frictionless workflow while adhering to FINTRAC regulatory requirements.



#### Easy pre-qual

Imagine being able to pre-qualify online prospects who are shopping for a car or mortgage. By using information from the credit file and bank authentication you'll be able to easily confirm a prospect's credit score, validate who they are and make them an attractive offer – within a matter of minutes or less.



#### Fast ID validation

Customers may no longer have to submit scanned documents or be asked a series of questions they may forget the answers to. We can check their personal information by looking at their bank data. It's easy. It's fast. And, most importantly, helps protect your business.

<sup>1</sup> KYC or Know Your Customer is a mandatory verification process that enables the financial institution to determine its online prospects:

1. Are who they claim to be
2. Meet the requirements to use regulated financial services
3. Do not engage in criminal activities using the FI's products and services

# Take a look at how your organization can benefit

Financial institutions, mobile phone providers, online auto sellers, luxury goods retailers - are examples of companies who are looking to make life easier for their customers while building their digital business revenues.

## Key Benefits



### Seamless:

Faster, easier and intuitive online consumer experience



### Consumer owns control:

Over personal data and usage



### Compliant:

Helps ensure FINTRAC regulatory guidelines are met



### Revenue-generation potential:

Higher acquisition and conversion rates; lower digital abandonment rate

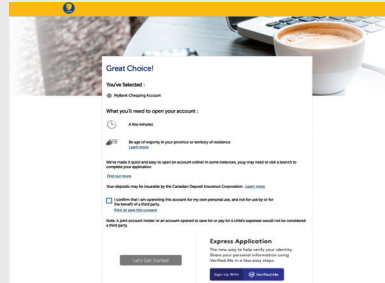


### Decreased costs:

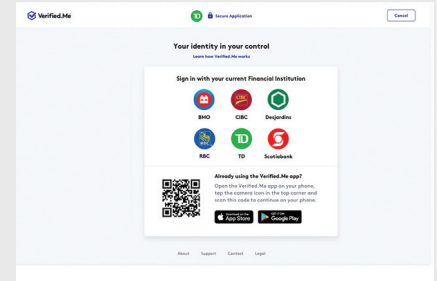
Lower overhead than in branch services and reduced instances of data entry error

## Here's how it works

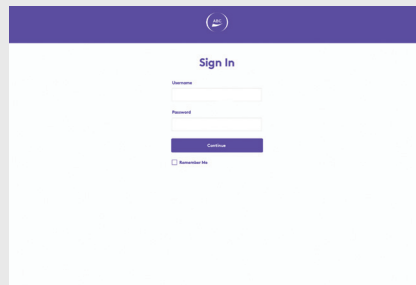
- 1 Consumer selects Verified.Me option to open new account on your site.



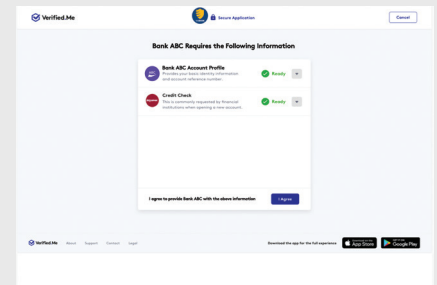
- 2 Consumer selects their current FI.



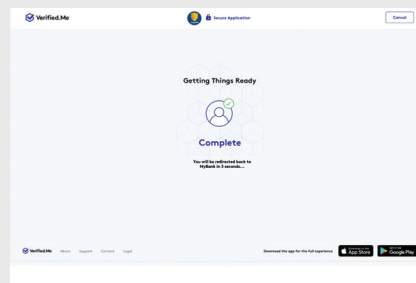
- 3 Consumer redirected to their FI site to authenticate who they are.



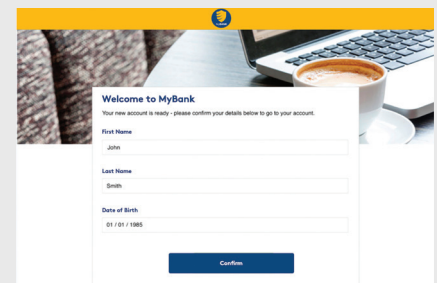
- 4 Consumer reviews information and consents to share with your organization.



- 5 The application is then encrypted, shared and completed.



- 6 Success! The consumer is authenticated and can quickly open their new account.



Contact Equifax to set up a demonstration today.

800.879.1025 • [equifax.ca](https://equifax.ca)