



EQUIFAX[®]

Give Your Customers Complete Account Protection

Secure every login. Safeguard every account.

A suite of protection. All in one place.

Built on the robust Kount[®] 360 platform, the Account Protection suite enables businesses to protect their customer accounts from account takeover attacks by helping to prevent tactics like credential stuffing and block malicious bot attacks. We evaluate identities using device, email, IP address and behavioral risk signals in the background, introducing friction only for risky interactions giving your customers peace of mind and a seamless experience.

Solution Highlights

Digital data is essential for fraud detection and being able to link data in a structured way is crucial for validating that the person logging into an account or making changes to account details is the account owner. Our Account Protection suite is built on data and analytics that can decipher account holders from fraudsters.

How our Account Protection solutions solve your major challenges:

Avoid financial losses and customer distrust while preserving your brand's reputation by securing the most vulnerable part of the customer journey.

Prevent Login Fraud

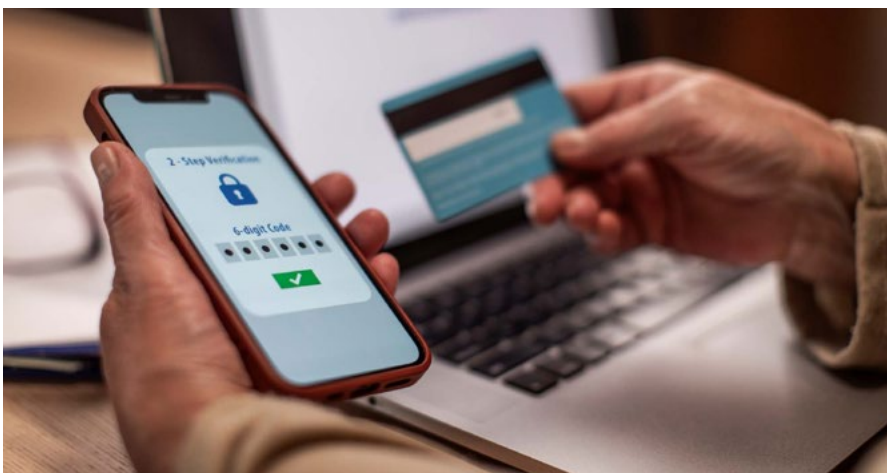
Stop credential stuffing, bad bots, and brute-force attacks from taking over customer accounts without adding friction for the good customer.

Offer a Seamless Experience

The right solution allows you to automatically approve logins for trusted users and trigger authentication checks during high risk interactions.

Secure Customer Accounts

Not all is lost when a fraudster gains access to an account. Detect malicious attempts to reset credentials that the account owner did not initiate.

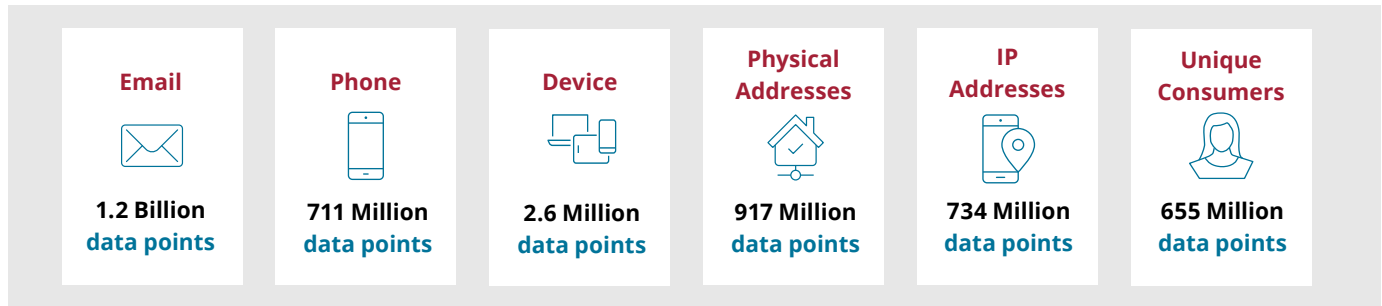


Global Data Network

Our solutions deliver predictive signals by combining data and technology. Gain benefits from:

- An extensive network of trust and fraud-related signals.
- Device, email, phone, and address Intelligence ingrained in our models.
- The ability to create, edit, and test business policies.
- Reporting and analytics to evaluate everything from macro trends to a single transaction.

The Power of our Global Network



Digital Risk Screening

Give your customers peace of mind that their accounts are safe. Account Protection solutions deliver real-time risk assessments by looking at thousands of data points around device and network data, geolocation, and velocity. For account updates, AI models check for legitimacy, affiliation, and behavior of new identity elements, making sure the account owner is still in control.

Legitimacy: Is the input information real and primary for the individual?

Affiliation: Looks at associations between the identity elements

Behavior: Looks at past history for the identity and checks for fraudulent behavior

Account Protection Products:

Account Creation Abuse: Accelerate customer onboarding, block fake accounts and stop promo abuse without unnecessary friction.

Login Abuse: Stop sophisticated account takeover tactics at user log in and avoid card testing schemes.

Account Change Protection: Ensure account changes are made by the account owner and avoid account takeover even after unapproved access.

Authentication Methods: Seamlessly initiate customized Email or SMS authentication measures globally.

Get started with Account Protection from Equifax.

equifax.com/business/product/digital-risk-screening