



Account Verification

Verify Consumer and Commercial Identities with
Payments

Authenticate account
numbers presented
by consumers and
businesses

Smart growth with less fraud



Grow your business and maximize revenue without needlessly slowing down business processes



Make life easy for your legitimate customers, while managing your fraud costs



Yet, recognizing fraudsters at the point of application is not an easy task

Account Verification

- **Verifies** both the **consumer's** identity and that the active credit card OR bank account is associated with that consumer
- **Minimizes risk** for businesses by validating a **consumer's** credit card OR bank account presented for payment with their Personal Identifiable Information (PII) data
- **Confirms** that **commercial** bank account details presented by a **business** are accurate and associated to the respective business (*Additional inputs for commercial accounts can be used for validating a payment to a commercial account, including business address and tax ID*)



Why Account Verification?

Helps businesses answer three driving questions:

- ✓ Is the entity real?
- ✓ Is the credit card/bank account real?
- ✓ Is the entity associated to the credit card/bank account?

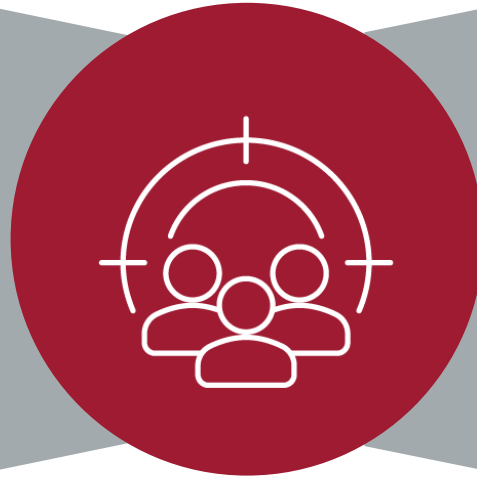
- Validates real-time information before payments are accepted for online or digital transactions to help mitigate chargebacks for card-not-present fraud (CNP)
- Captures consumer consent to support regulatory and reporting requirements



Account Verification Features and Benefits

Features

- Matches credit card or bank account information with a verified identity in real-time, helping to increase conversion rates
- By linking identity and payment details, it validates the authenticity of credit card or bank account details
- Uses a secure cloud-based platform

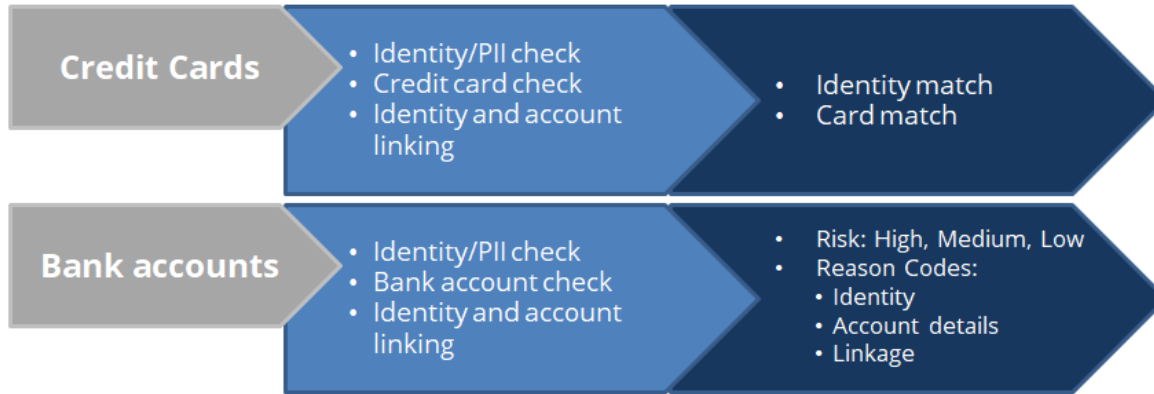


Benefits

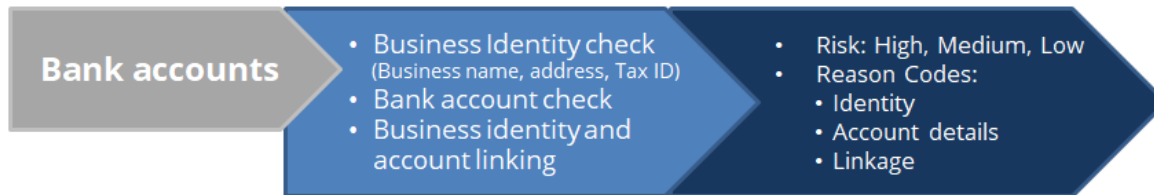
- Helps reduce risk of chargebacks for CNP activity by validating linkage of the identity with the credit card or bank account information for digital transactions
- Returns immediate response with result for consumers and businesses
- Provides the consumer flexibility in choosing to use a credit card or bank account

How Account Verification Works: Components & Outputs

Consumers



Commercial



Account Verification across sectors

Equifax has extensive experience working across multiple industries to help customers optimize their consumer and commercial certification and fraud prevention approaches



Financial Services

Mitigate risk to collect or disburse funds/monies associated with new account openings or loans



Telecommunications and Digital Media

Assess risk associated with paying monthly online bills, initial payments, and new purchases



Retailers

Reduce risk of chargebacks related to online payments and purchases



Auto Dealers and Lenders

Validate to accept a credit card or bank account with confidence for vehicle down payments and monthly premiums



Insurance

Minimize risk for monthly premiums and paying deductibles on claims



Rental/Property Management

Verify details to accept deposits and monthly rent payments through bank accounts and credit cards



Government

Support deeper level of verification while addressing or disbursing funds

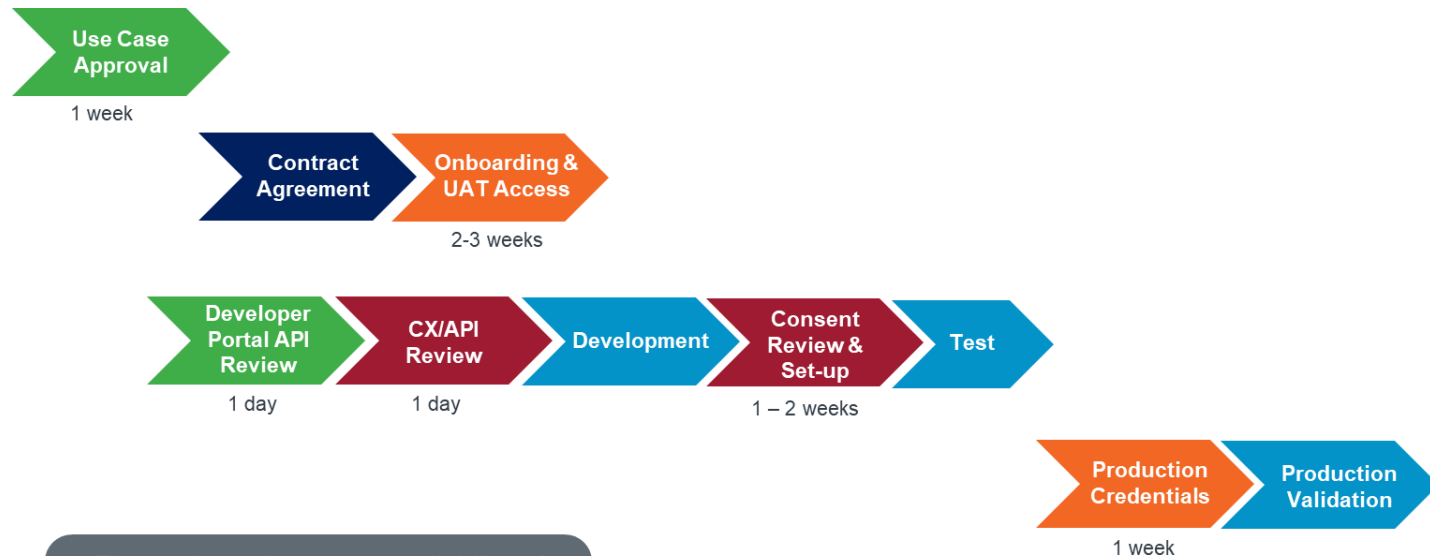
Delivery

- Verifies that the consumer's credit card or bank account (as well as commercial bank accounts) presented for payment supports a match between provided credit card/bank account and their identity
- Customer passes the PII data, as well as credit card or bank account information, for verification

- Available using a secure, real-time API
- The successful response contains a match of field level PII with the credit card or bank account against Equifax data assets
- FCRA compliant



Account Verification Integration Milestones



Timing dependent upon availability of customer resources to complete development and testing, and can be expedited if best practices are integrated.

Drivers:

- IFC Solution Consultant
- Account Executive
- Equifax Operations
- Equifax Integration Team
- Customer

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