



Furthering digital trust, customer satisfaction with virtual inspections

Establishing seamless, online interactions in real-time

Establishing a level of trust in every identity and at every touchpoint has become critically important given the monumental shift to online, digital interactions and subsequent sky-rocketing fraud driven by digital acceleration.

Businesses are fighting hard for every customer, yet it is more important than ever to strike the right balance between better fraud detection and improved customer experience.

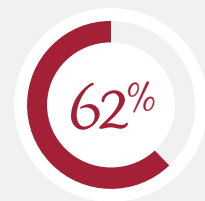
Equifax is pleased to partner with Truepic to do just that. This partnership enables Equifax to round out our trusted Digital Enablement offerings by restoring visual trust in virtual inspections for insurance carriers.

Physical inspections, reimagined

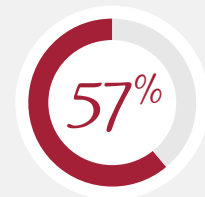
The traditional inspection process is expensive, can be inconvenient and slow, and on-site inspections frustrate policyholders. Alternatives, like having your policyholder upload images may lack credibility. In today's digital environment, insurance carriers also have to address the increase in manipulated, fraudulent images — a serious risk for businesses that rely on photos or videos to conduct operations — which will only continue to worsen as technology advances.

Truepic Vision modernizes the inspection process for insurance carriers and other organizations, which delights customers and helps to improve their experience. Truepic Vision is a digital inspection platform that provides a quick and convenient way to capture and receive verified, trustworthy images directly from your customer. The platform checks for device integrity, uninterrupted data transfer, and authenticates the original time, date and location of each image. Get the same trusted result as a traditional site inspection, but get it done virtually — saving you time and money, with improved customer satisfaction.

Top trends impacting insurance CEOs:



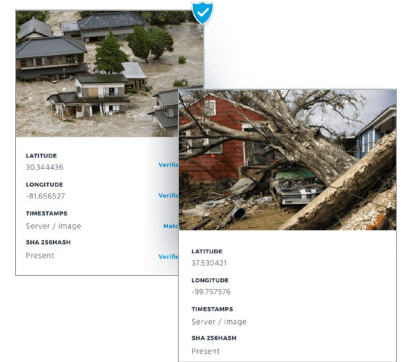
changing customer expectations and experiences*



accelerating technology and digital innovation*

Truepic's patented technology acquires "provenance" data (origin, contents and metadata) about photos and videos from the moment they are captured and uses strong cryptography to protect the images from tampering before they reach the intended recipients.

Not only are virtual inspections good for business, but they are good for the environment. Eliminating or reducing physical inspections provides cost savings, but also helps businesses further their environment, social and government (ESG) initiatives that focus on sustainable practices, like reducing carbon emissions associated with auto travel.



Features

- Detects photos/videos that exist on the internet, with or without modifications
- Identifies manipulations from editing, adding or removing pixels or metadata
- Validates time, camera model, and other important data associated with uploaded photos or videos
- Authenticates location embedded into photo/video to ensure it is genuine
- Verifies photos/videos against deep fakes and artificial intelligence (AI)



Benefits

- Helps prevent fraud before it starts
- Detects and flags fraudulent attempts
- Enables faster and better decisions
- Performs instant inspections for all insured items — Vision's cost-benefit compared to on-site inspections allows you to apply the process to all policies
- Improves customer satisfaction with a seamless process insureds can complete at their own convenience, from their own smartphone — with no logins or passwords
- Expands your total customer base by boosting efficiency and speeding up the underwriting process

Truepic Vision simplifies insurance inspections in three easy steps:

1

Capture

Send a request and your customer receives a text or email with a secure link to download the Truepic Vision app. No login or sign up is required.

2

Verify

Your customer captures images based on the relevant list of photos you require. Truepic then receives and verifies the images using data from the device's image sensors. A digital fingerprint is then created, stored and locked.

3

Trust

Once complete, you are notified to view the results. Browse the analyzed images and the verification results instantly in the Truepic Vision dashboard.



Call your Equifax representative today to book a demo.

[equifax.com](https://www.equifax.com)

*EY study, 2021

Copyright © 2022, Equifax Inc., Atlanta, Georgia. All rights reserved. Equifax is a registered trademark of Equifax Inc. All other registered marks, service marks, and trademarks listed are the property of their respective owners. 22-106732