



EQUIFAX[®]

Identity Verification

Identity Verification helps businesses to quickly and accurately authenticate consumers' identities, while minimizing friction in their digital journey.* Leveraging our robust and reliable credit database, Identity Verification provides a critical layer in your authentication strategy, allowing you to verify personal information against a trusted source, while helping to mitigate fraud risks and increase profitability for your business.

Biggest challenges facing your business today



Identity fraud is on the rise



Customer journey friction



Cost to authenticate customers

First party fraud rates increased 31% between Q4 2024 and Q4 2025.

Source: Equifax Canada 2026

Identity Verification is a solution that helps to verify the identity of your customers to create a safe, secure, and efficient business environment. It helps to increase the proportion of legitimate transactions and decrease risk across the organization.

Real-time Affiliation and Verification decisioning

- Cross-checks applicant data across a range of data points to validate identity
- Affiliation matching to ensure robust authentication

Knowledge Based Authentication

(Additional optional feature)

Uses 'shared secret' information that should only be known by customer and Equifax, presenting a variety of multiple choice questions to strengthen identity verification

Product and performance reporting and analytics

Provides insights to understand your performance and drive optimal business and client outcomes

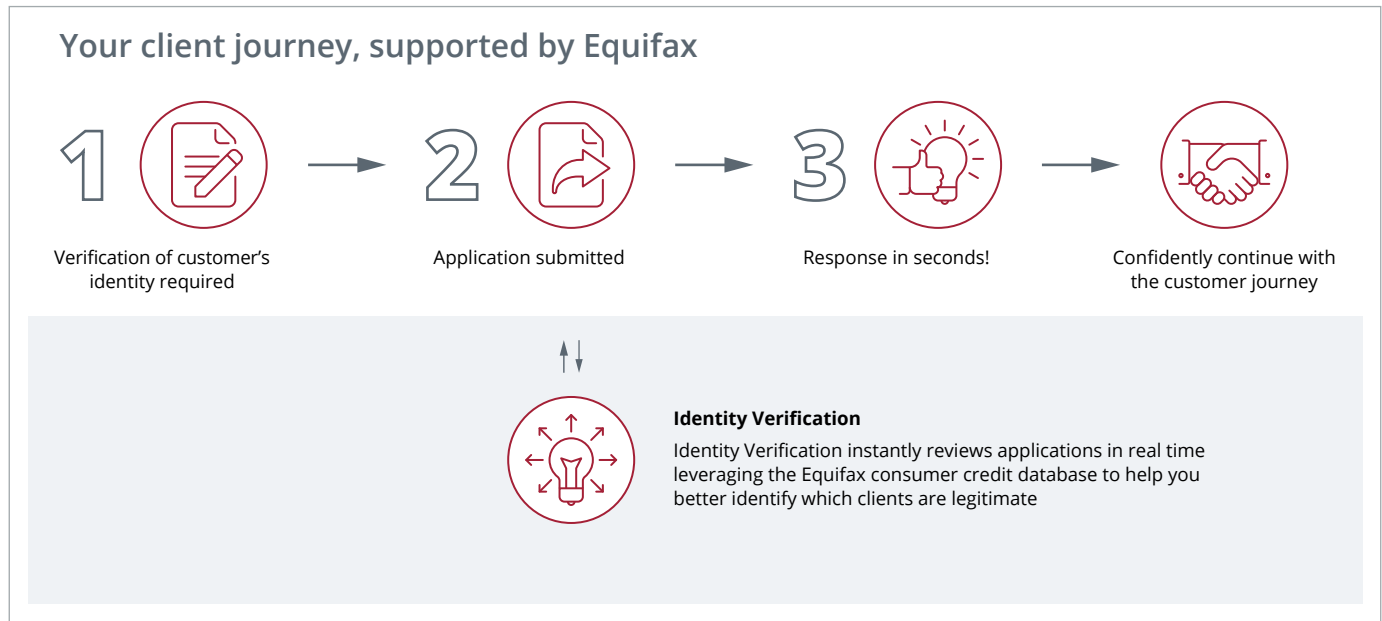
Cloud stability and speed

Power of the cloud: response in seconds, and always-on stability

* Certain conditions apply whereby end customers may not be authenticated due to credit data that is not available in the Equifax credit reporting database.

Enable and protect your client journey

Easy three-step client journey with seamless integration of the Identity Verification solution.



You can count on our experience and expertise

Consultation and strategy

- Share authentication insights and industry trends
- Advise on authentication strategy and best practice rule design
- Integrate new lines of business

Customer success and support

- Review and refine authentication strategies to align with your business objectives
- Provide training, communications and reports
- Assist users with troubleshooting

Schedule a demo today

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