



EQUIFAX®

Identity Assure™

Your pathway to our portfolio of authentication solutions

Identity Assure™ from Equifax Canada is a comprehensive and flexible suite of identity verification and authentication solutions that help you confidently verify customer identities and help mitigate fraud risk.

Powerful suite of identity verification solutions

Identity Verification

Our Kount Identity Verification™ authentication solution helps verify customer identities to create an efficient, more secure business environment. Leverage enhanced accuracy and verification decisioning by cross-checking applicant data against our comprehensive database of more than 32 million Canadians. Need an added layer of security? Our optional Knowledge-Based Authentication* service helps businesses to authenticate users quickly using personal knowledge questions.

Document Verification

Document Verification can assist your business in authenticating an individual's government photo identification. With cutting-edge document scanning technology, quickly validate IDs, passports and more, helping to reduce the risk of identity fraud.

Credit Card Verification

Build confidence in a potential customer's identity and their credit card usage with QuickMatch®. Using our consumer credit database, QuickMatch can help zero in on whether a credit card is being used by its rightful owner, while also helping to verify the customer's personal details for a more accurate identity check.

IP Insights

Our IP insights functionality delivers an additional source of powerful data by passively analyzing the IP address of an applicant's connection. Leveraging high quality data from trusted data sources, our IP insights functionality flags high-risk indicators like geolocation, VPN, proxy, or Tor usage, using this information to inform risk decisioning without requiring additional software or separate user permissions.

Email Validation

Our robust email validation solution helps verify the legitimacy and risk of email addresses, helping to reduce fraud and improve customer data quality.



78.6%

of all fraudulent credit card applications in Q2 2025 were true identity fraud*



Canadians have lost

~\$544M

to fraud between January and September 2025†

What sets the Identity Assure suite apart



Seamless integration and deployment

Whether you need one solution or the full suite, Identity Assure provides access through a single, easy-to-integrate API. Get the verification components you need to help meet your business needs, while enjoying a streamlined onboarding process that reduces friction for customers and maintains your operational efficiency.



Intelligently-orchestrated solutions

With all solutions available through a single integration, Identity Assure's intelligent orchestration assesses results from each solution dynamically, ensuring you only call the ones you need, when you need them. We work with you to define an identity strategy that meets your unique requirements while limiting friction for your customers.



Industry-leading accuracy and security

Backed by advanced technology and robust data sources, the Identity Assure solutions help deliver precise, reliable identity verification results. Document verification and data matching against continually updated credit records give you a clearer view of each customer so you can make better informed decisions and help minimize risk.



Reduce financial loss due to identity fraud

Identity Assure solutions help businesses cut costs and reduce risks related to identity fraud by assisting in the prevention of unauthorized application approvals and fraudulent transactions. Leverage multiple solutions that work together to help provide an accurate picture of the legitimacy of your client and help avoid financial loss and reputational damage associated with fraud.



Empowered customer experiences

Customers expect fast, hassle-free interactions. With our suite of Identity Assure solutions, your verification process is secure, quick, and easy for customers. And, with identity verification delivered seamlessly, businesses can confidently focus resources on other priorities like building customer trust and loyalty.

Leveraging a robust mix of government document verification, credit bureau data matching, and trusted data sources, the Identity Assure solutions suite delivers accurate, real-time insights through one easy-to-integrate API.

Please [contact us](#) to learn how Equifax can help with all your identification verification needs.

Key benefits

- ✓ Trusted identity verification solutions backed by Canada's largest credit bureau
- ✓ Single API — one convenient integration for multiple solutions
- ✓ Robust data to help you make informed decisions
- ✓ Helps you meet Know Your Customer (KYC) requirements

1.855.233.9226 • equifax.ca/business

* Equifax Canada 2025

† Source: Canadian Anti-Fraud Centre, 2025

‡ Optional add-on service

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