



**EQUIFAX**

## KYC Connect

Easy-to-access services so you can KYC with confidence

Reporting entities in Canada are required to comply with Proceeds of Crime (Money Laundering) and Terrorist Financing Act (PCMLTFA) obligations. With more than 10 years of anti-money laundering (AML) expertise, Equifax offers a range of easy-to-access Know Your Customer (KYC) services through KYC Connect.

KYC Connect can also help protect your business by helping you get to know your customer better during your early interactions, giving you crucial information as you begin to build your relationship.

### Common Challenges

**Complex manual processes.** Cumbersome manual KYC workflows can tie up valuable resources and slow down customer approvals — plus, a manual review alone might not detect fraudulent IDs or supporting documents.

**Risks of fraud and non-compliance.** Gaps in your KYC processes may lead to fines and non-compliance with regulatory requirements, or cost your organization financially or reputationally if you fall victim to fraud.

**Poor customer experiences.** Overly complicated approval processes or too many false positives may contribute to lower customer satisfaction and retention rates.

**Integration challenges.** Complex, inflexible integrations with multiple vendors can drain your IT resources and slow down your KYC processes. It can also bring administrative challenges like managing additional invoices, user IDs, and contract renewals.

### Key benefits

- ✔ Trusted KYC solutions including PEP and Sanctions screening
- ✔ Single API integration for all services
- ✔ Help mitigate compliance risks
- ✔ Assist with improving customer experience and building trust
- ✔ Streamline onboarding processes
- ✔ Reduce administration with a single point of contact for multiple services

KYC Connect offers a comprehensive suite of services designed to help you fulfil KYC and AML requirements across diverse sectors including financial services, automotive financing, real estate, and asset-based lending. Whether it's simplifying customer onboarding or improving sanctions compliance, our services provide the flexibility and reliability you need.



**Identity Verification/AML Screening:** Our [AML Assist™](#) helps safeguard your reputation and simplify compliance with PCMLTFA regulations, providing reliable identity verification solutions to help you ensure your customers are who they say they are.



**Politically Exposed Persons (PEP) & Global Sanctions List Screening:** This screening uses leading technology to scan trusted global sources, identifying Politically Exposed Persons and individuals on sanctions lists and helping to quickly mitigate potential risk.



**Document Verification:** [Document Verification](#) can assist your business by authenticating an individual's government photo identification.

### **Built-in storage and retrieval services**

KYC Connect will soon have storage and retrieval features that can help you meet your record keeping and documentation requirements. Once available, this feature will allow you to quickly search and retrieve saved reports.\*

### **Easy integration with a single API**

Our API-first approach ensures that KYC Connect services integrate smoothly into existing workflows, allowing you to easily select and implement the services that meet your unique operational needs. There's no need to set up a new API for every service — once you're integrated, all other KYC Connect services will use the same API so you can add or combine services with ease.

### **KYC with Confidence**

Equifax Canada works with you to provide the right solutions to help combat financial crime. Effective KYC strategies can help you better understand who you're doing business with, in order to better mitigate potential risk, and help prevent fraud before it hits your bottom line. Please contact us to learn how Equifax can help.

**Schedule a demo today.**

**1.855.233.9226 • [equifax.ca/business](https://equifax.ca/business)**

\* Service available 2025. Roadmap subject to change.

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