

**EQUIFAX®**

Scam Detect

Safeguard against the financial impact of scams with risk scoring

When consumers fall victim to scams, the impact is more than just the initial loss. Stolen identities and credentials can be used to commit far more serious crimes (with the potential for large financial losses) beyond the initial swindle. But fragmented data and disparate sources make it hard to see the big picture — leaving organizations with high-value customer profiles exposed. Part of the Digital Crimes Exchange™ portfolio, **Scam Detect** from Equifax Canada leverages the extensive intelligence from our global e-commerce network, enabling you to identify high risk phone numbers and emails before they're used within your organization.

Are you struggling with these challenges?



A fragmented view

Without a single, comprehensive view of scam-related risks, your teams must manually connect the dots from disparate data sources.



Escalating losses

Financial losses from consumer scams are increasing, and you need a reliable way to spot when customer updates could be tied to a scam.



Complexity of data integration

Adding new data sources can be difficult due to technical hurdles and the risk of investing in data with an unproven value.



Scam Detect integrates and analyzes data from the global network of Kount, an Equifax Company, which contains 1.2 billion email addresses, 700 million phone numbers, and data on more than 600 million consumers. Using risk data associated with phone numbers and email addresses, Scam Detect generates a risk score based on the transaction behaviour associated with those elements. This score empowers you to take immediate action — such as blocking or reverifying a transaction — based on your risk profile.

Key benefits

- ✔ **Help reduce financial losses:** Protect your bottom line by identifying and preventing more scam-related fraud.
- ✔ **Strengthen brand and reputation:** Help safeguard your brand's integrity and customer relationships by helping mitigate the financial crime that follows in the footsteps of consumer scams.
- ✔ **Improve decision accuracy:** Leverage advanced algorithms to enhance risk identification, minimize false positives and ensure your team's efforts are focused where they matter most.

Equifax Canada works with you to provide the right solutions to help combat financial crime. Let us help you detect high risk phone numbers and emails using our global e-commerce network data.

Please [contact us](#) to learn how Equifax can help with your fraud fighting needs.

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