



# Digital Trust

With the rapid increase of digital transactions, digital identity fraud is rising too.

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**Digital Trust** helps identify risky devices by revealing hidden connections, suspicious accounts and fraud ring associations before they damage your business.

Check information that is unique to a user's device in real-time against detailed fraud reports from a global network of security analysts providing information on billions of known devices.

Digital Trust allows you to review high-risk connections, including any devices hiding behind anonymising technology, including proxy servers, encrypted networks and mobile emulators.



### Protect your business from fraudulent transactions on mobile devices with Digital Trust.

- › Helps prevent digital fraud in a seamless user experience.
- › Accurately recognises devices hiding behind anonymising technology, such as proxy servers, TOR networks and mobile emulators.
- › Identifies devices with evasive behaviours, risky attributes or a history of fraud the moment they connect with your site or app.
- › Adds an independent layer of digital identity when personal identifiable information (PII) may not be available or has been compromised.
- › Works with our other customer identity verification services for even greater risk protection.

In 2021, there were over

# 62.3

million mobile internet users in the UK.\*

In 2022, 

# 68%

of UK survey respondents used their mobile devices for e-commerce.\*

# 18%

of users visiting their financial websites use three or four different devices to access their personal accounts.<sup>1</sup>

In October 2022, the value of internet retail sales in the UK reached a value of

# £2.2 billion\*



By 2025, it's predicted that e-commerce will make up 

# 38%

 of total retail sales in the UK.\*

UK online banking usage increased to 

# 90%

 in 2022 compared to 

# 32%

 in 2007.\*

## Talk to your Equifax account manager for more information.

<sup>1</sup> Equifax Perspective - Issue 37  
\* Source: Statista.com