



# Synthetic Identity Detection

Pipl's identity resolution engine cross-references public data from the internet, records, listings, directories, archives and exclusive sources for real-time identity verification via direct API integration or online with Pipl SEARCH.

- Online Search Service For Streamlined Manual Workflows
- API For Direct Data Integration and ML/AI workflows
- Unmatched Global Coverage for Cross-Border Transactions
- Flexible SEARCH Subscription Packages for Teams
- Pay-Per-Match API Pricing
- High Confidence Matching (Social media, age, location, etc.)

## IDENTITY VERIFICATION

- KNOW YOUR CUSTOMER (KYC)
- CUSTOMER DUE DILIGENCE (CDD)
- FRAUD PREVENTION
- ANTI-MONEY LAUNDERING (AML)

## ONLINE INVESTIGATION

- INSURANCE & BENEFITS FRAUD
- LAW ENFORCEMENT & COUNTER-TERRORISM
- ILLEGAL IMMIGRANT WORK AUTHORIZATION & SERVICES
- INVESTIGATIVE REPORTING

According to the Federal Reserve, synthetic identity Fraud (SIF) is the fastest growing financial crime in the U.S. It happens when criminals combine real and fake information to create and nurture identities to use for fraudulent purposes.

As many as **85-95%** of credit account applications identified as potential synthetic identities were not flagged as high risk by traditional fraud models.

Because of this, many fraud prevention experts are recommending that companies focus on parsing and verifying the identity information customers enter when opening new accounts by verifying it against online data from multiple corroborated sources. In short, new account opening (NAO) processes should no longer rely on a single source of verification.

Pipl delivers a unique and powerful blend of global online and offline identity information and provides important benefits for targeting SIF.

## Useful and New Data Types

Many fraud prevention processes rely only on traditional data like names, SSN, dates of birth and mailing addresses. Pipl adds details and connections for email, mobile phones, social media, and other insight-rich data types. Transparency into when and where the data originated provides additional actionable insight. For example, understanding when email addresses or social accounts were created can help stop new account fraud attempts.

## Reduce Validation Gaps

'Validating' an email address or phone number doesn't necessarily prove they belong to a real person. When they are matched to a Pipl Identity Profile, checking the depth and consistency of information connected to applicants will help determine whether they are real or not. This is based on the precept that *real people* have real digital histories from both on and offline sources.

## Reduce Authentication Risk

Once SIF perpetrators successfully open accounts, subsequent authentication steps don't solve the SIF problem because they leverage the same (possibly fake) information provided during the NAO process. The Pipl Identity Index not only helps stop SIF when and where it starts, it can also be used to investigate suspicious accounts at any point.

The screenshot shows the Pipl SEARCH interface for a profile named Edward J. Donovan. The interface includes a search bar with the name 'Edward Dono' and a 'Search' button. Below the search bar, there are several data sections: 'Results for' (Edward J. Donovan, 29 years old, United States, Telecommunications Associate at Viacom), 'Original Search' (Edward Donovan), 'Emails' (edjdonovan123@gmail.com, shooter95@gmail.com, edward.donovan@viacom.com, eddydonovan@protonmail.com, edonovan@fsu.edu), 'Phones' (415-223-4298, 408-499-5298), 'Timestamps' (a popup showing 'First Seen: 12 years ago (Jan 1, 2008)', 'Last Seen: 7 years ago (Apr 22, 2013)', and 'Sources: YahooBOSS - Email'), 'Usernames' (eddy\_donausaur, edwarddonovan12), 'Additional Names' (Ed Donovan), 'Associated with' (Samuel Donovan, Erica Donovan, Sarah Culver, Alex Donovan, Britta Houston, Clint Daniels), and 'Car Information' (Toyota Carolla, Toyota Tacoma, Subaru Outback).

Our recent integration of Pipl Data added more than 70 data fields to our workflow. This provides **much greater insight** into potential SIF.

- Large Fraud Prevention Platform Provider