



EQUIFAX®

AI-driven fraud prevention and identity solutions for Gambling Operators

Equifax provides trust and confidence at every stage of the player lifecycle.

As a gambling operator, you are likely to encounter a myriad of risks to mitigate — from payment fraud to AML compliance. Our fraud and identity platform is designed to help you navigate challenges, ensuring a balance between robust security and a seamless player experience.



Onboarding & Account Creation

Benefit from a matchless combination of AI, risk scoring and step-up authentication to verify that players are legally eligible to play.

Solutions

- Account Creation Protection
- PII Validation
- Account Creation Score
- Email & SMS Verification
- Device Intelligence

Real Results*

- Lower operational costs and protect revenue with automation.
- Reduce friction and increase conversions for legitimate players.
- Meet regulatory obligations and minimize the risk of fines and reputational damage.



Onboarding &
Account Creation



Login & Account
Protection



Payouts



Deposits &
Withdrawals



Chargeback
Management



Login & Account Protection

Keep your players' accounts safe from takeover attacks and secure any stored value.

Solutions

- Account Takeover (ATO) Protection
- Multi-Factor Authentication (MFA)
- Adaptive AI & Identity Trust Global Network

Real Results*

- Protect your reputation by demonstrating a commitment to player safety.
- Authenticate an event or login with minimal disruption to the player, providing seamless login experiences.
- Prevent financial losses associated with ATO attacks.



Payouts

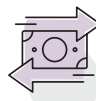
Use robust data and analytics to prevent fraudulent withdrawals to mule accounts or stolen identities.

Solutions

- Identity Verification at payout
- Payments Data & Velocity Linking
- Authorized Payment Protection (APP)

Real Results*

- Protect revenue by blocking illegitimate payouts.
- Reduce the risk of facilitating money laundering through payouts to mule accounts.
- Reassure legitimate players that their winnings are secure and paid out correctly.



Deposits & Withdrawals

Make sure players' money is collectable and any withdrawals go to the right players.

Solutions

- AI-Driven Payments Fraud Prevention
- Omniscore
- Device Data Collector (DDC) & Orders API
- Tokenization of PAN
- Customizable Policies

Real Results*

- Increase revenue by preventing fraudulent transactions and reducing chargebacks.
- Improve decision accuracy.
- Ensure adherence to payment processing regulations and AML guidelines.



Chargeback Management

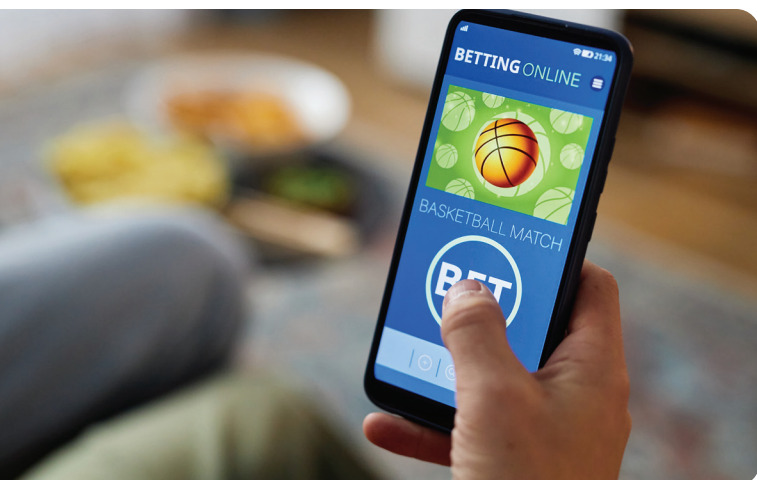
Prevent and fight chargebacks and recover revenue from friendly and criminal fraud.

Solutions

- End-to-End Chargeback Solution
- Ethoca Alerts & Verifi CDRN
- Rapid Dispute Resolution (RDR)
- Order Validation
- Chargeback Responses
- Notices and Inform Reporting

Real Results*

- Stop losses and prevent costly fines.
- Recover funds associated with successfully overturned chargebacks.
- Accelerate the dispute resolution process with automation.



Get in touch with your Equifax sales rep to protect and grow your business today!

*Real Results may vary depending on individual client circumstances and implementation.

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