

Product Sheet

Zumigo Assure Identity Prevents Fraud Loss, Build Trust and Comply with KYC Requirements

Zumigo Assure Identity helps businesses verify consumer information including mobile phone number and Personally Identifiable Information (PII) across the digital journey to prevent fraud, build trust and comply with requirements.

Businesses often have to verify consumer identity across the digital journey as part of Know Your Customer (KYC) compliance, including onboarding, account sign-up and sign-in, profile changes, e-commerce purchases, or portfolio scrubs.

Zumigo Assure Identity verifies the consumers' Personally Identifiable Information (PII), including mobile phone, name, address, date of birth, driver's license, email, and social security number (SSN) against Zumigo's digital identity intelligence network. Businesses can choose to verify any or all of the PII's listed above, depending on requirements.

A match score is returned for each attribute, ranging from 0 to 100. The bigger number indicates that there's a high match between the input and what's on record, which means there's a lower risk of a fake identity.

To increase security, Zumigo can also confirm that the mobile phone number being used is associated with the PII's being verified, using silent network authentication or one-time passcode (OTP) sent via SMS to the mobile phone that is being verified. This pre-step ensures that the person who initiated the verification process is the owner of the mobile phone number, device, and PII.

Zumigo Assure Identity can be layered with other verification and authentication methods for enhanced authentication.

With Zumigo Assure Identity, businesses can:

- ❖ Satisfy Know Your Consumers (KYC) requirements, including identity and age
- ❖ Prevent revenue loss due to fraud/risk as a result of identity theft and PII manipulation, and returned or rejected payments
- ❖ Establish trust at sign-up/sign-in and offer consumers a frictionless experience
- ❖ Protect customer trust and build brand reputation

About Zumigo

Zumigo is on the frontline of digital identity verification that helps the world's largest enterprises protect transactions, devices and accounts. With a multi-layer approach, Zumigo validates users against a unique identity intelligence network that spans global carrier providers, authoritative third-party data sources, and payment information. **Learn more at www.zumigo.com.**