

# Fraud Alerts



Stay ahead of fraud throughout your customer lifecycle



### Identify fraud in real time

Monitor new, sophisticated and evolving behavioral fraud tactics in real time.



### Maintain consumer trust

Build trusted connections while protecting your organization's positive reputation.



### Anticipate evolving fraud techniques

Get ahead of suspicious or risky behavior with ongoing updates aimed to address fraud techniques and compliance.

Fraud Alerts notifies users of high-risk identities. Real-time, ID behavioral algorithms pinpoint identity risk at originations, onboarding and throughout the customer lifecycle, providing additional assurance fraudulent activity will be flagged.

### Greater certainty activity will be flagged

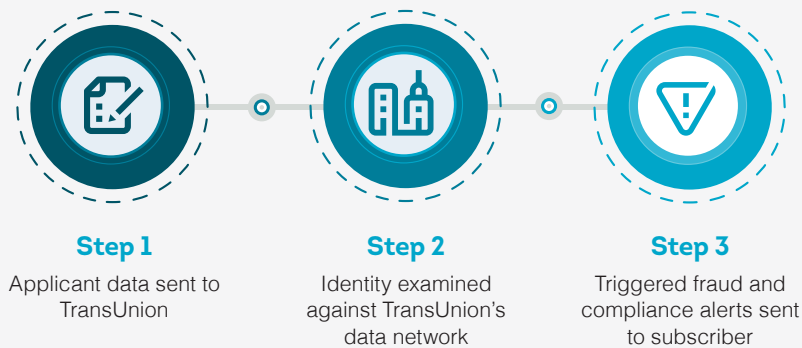
As data breaches have grown in frequency and scope, fraudsters are devising sophisticated fraud schemes including stolen and synthetic identities, resulting in complex challenges for businesses.

- **Reduce fraud at originations**  
Identify fraud before it ever becomes an active account.
- **Improve operational efficiencies**  
Save time and money spent on manual reviews, resulting in an improved consumer experience.
- **Increase detection coverage**  
Detect advanced fraud behavior and activity to catch sophisticated fraud attempts, including synthetic identity fraud.
- **Customize fraud alerts**  
All alerts are individually configurable to match your organizations fraud and compliance strategies.

## Pinpoint fraud during high risk touchpoints

- **Application processing**  
Review what may have changed from prescreen to actual application.
- **Onboarding**  
Ensure initial transactions do not have behavioral anomalies.
- **Account management**  
Monitor and verify suspicious identity usage and transactions.

### Fraud Alerts: How it works



## Superior coverage, flexibility and customization for your organization

- **Advanced fraud alerts**  
Fraud alerts detect invalid/unverifiable SSNs, application velocity, identity behavioral anomalies, synthetic fraud, relational anomalies, unverifiable identities and more.
- **Complex trigger logic paired with global network data**  
Cross industry data from TransUnion's data sources help lower manual reviews and false positives while improving fraud detection performance.
- **Customized alert configuration**  
Customization options enable alignment to your organizational fraud and identity compliance strategies.
- **Seamless integration**  
Minimize IT expenditures and time to deployment with ease of implementation.
- **Summarized alert reports**  
Receive management reports summarizing triggered alerts and firing frequency to help monitor performance and trends, as well as adjust strategies.

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