TransUnion

Fraud Insights

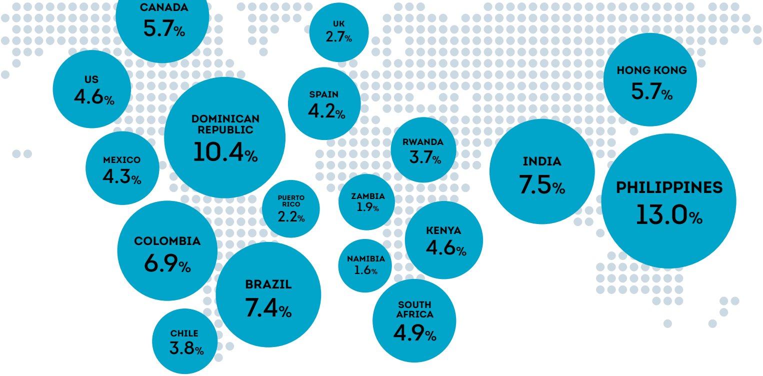
Omnichannel Fraud in H1 2024

TransUnion came to its conclusions based on proprietary insights from billions of transactions in its global intelligence network and a recent global consumer survey. H1 is Jan. 1 to June 30 and H2 is July 1 to Dec. 31.

Rate of Suspected Digital Fraud Attempts in H1 2024[1]

GLOBALLY

5.2%



Source: TransUnion TruValidate®

Digital Fraud Risk in the Customer Journey

GLOBAL
Account creation
6.5%

See what step in the customer journey had the highest percentage of suspected Digital Fraud in select countries and regions in H1 2024. The rate shown is the percentage of each attempted transaction type suspected to be Digital Fraud.

- ● **Account creation** (e.g., account signup, registration and loan origination)
- ● **Account login** (e.g., login and failed login events)
- ● **Financial transactions** (e.g., purchases, payments, withdrawals and deposits)

BRAZIL
Account login
6.9%

CANADA
Account login
14.9%

CHILE
Account login
5.4%

COLOMBIA
Account creation
25.1%

DOMINICAN REPUBLIC
Account creation
17.3%

HONG KONG
Account login
11.1%

INDIA
Account login
37.0%

KENYA
Account login
4.8%

MEXICO
Account login
6.6%

NAMIBIA
Account creation
4.2%

PHILIPPINES
Account login
15.4%

PUERTO RICO
Financial transactions
4.3%

RWANDA
Account creation
5.4%

SOUTH AFRICA
Account login
5.1%

SPAIN
Account login
10.6%

UK
Account creation
5.8%

US
Account login
5.1%

ZAMBIA
Account creation
12.7%

Source: TransUnion TruValidate

Global Suspected Digital Fraud Attempts by Industry

- ● Suspected Digital Fraud attempt rate H1 2024
- ● Top Digital Fraud type H1 2024
- ● Percent change in suspected Digital Fraud volume H1 2023–H1 2024

Communities
(online dating, forums, etc.)

H1 2024
11.5%

Top Digital Fraud type:
Profile misrepresentation

H1 2023–H1 2024
+22.3%

Video gaming

H1 2024
11.4%

Top Digital Fraud type:
Scammer/Solicitation

H1 2023–H1 2024
-6.3%

Retail

H1 2024
7.3%

Top Digital Fraud type:
Promotion abuse

H1 2023–H1 2024
-61.1%

Gaming
(online gambling, poker, etc.)

H1 2024

Financial services

H1 2024

Logistics

H1 2024

7.2%

Top Digital Fraud type:
Promotion abuse

H1 2023–H1 2024
-9.2%

4.6%

Top Digital Fraud type:
Account takeover

H1 2023–H1 2024
-3.6%

2.9%

Top Digital Fraud type:
Shipping fraud

H1 2023–H1 2024
+120.7%

Telecommunications

H1 2024
2.4%

Top Digital Fraud type:
True identity theft

H1 2023–H1 2024
-89.2%

Insurance

H1 2024
1.8%

Top Digital Fraud type:
Ghost broker

H1 2023–H1 2024
-32.4%

Government

H1 2024
1.6%

Top Digital Fraud type:
N/A*

H1 2023–H1 2024
+13.3%

Travel & leisure

H1 2024
1.0%

Top Digital Fraud type:
Credit card fraud

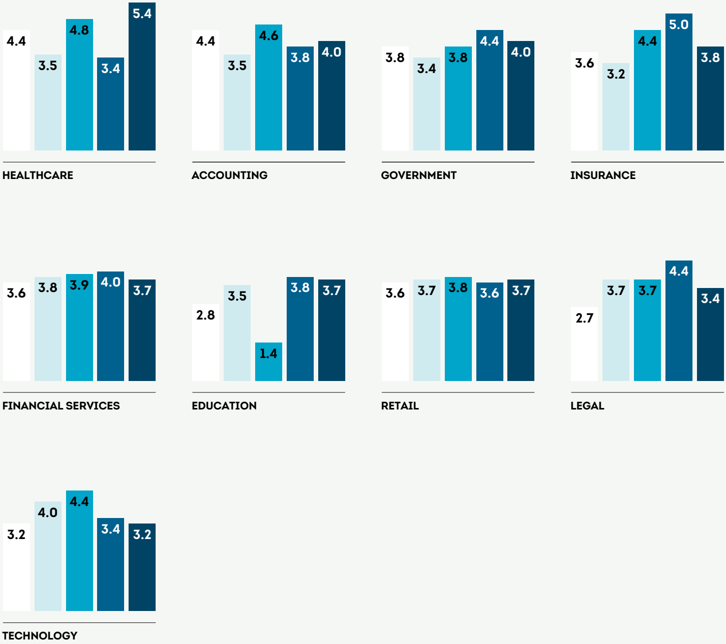
H1 2023–H1 2024
-33.2%

Source: TransUnion TruValidate
*N/A - the number of customers reporting types of Digital Fraud wasn't statistically significant enough to be reported

Industries With the Most Severe Data Breaches in the US

Average TransUnion Breach Risk Score (using a 1-10 scale where 1 represents least severe and 10 represents most severe).[2]

- ● **H1 2024**
- ● **H1 2023**
- ● **H1 2022**
- ● **H1 2021**
- ○ **H1 2020**



Source: TransUnion TruEmpower™
*TruEmpower is US specific

US Call Centre Risk

Area codes from which calls into call centres had the highest risk of fraud compared to all calls from that area code in H1 2024.[3]

All area codes
Average risk percentage
6.0%

215
Philadelphia, PA
24.3%

353
Southwestern WI
17.7%

603
New Hampshire
15.4%

470
Atlanta, GA
14.6%

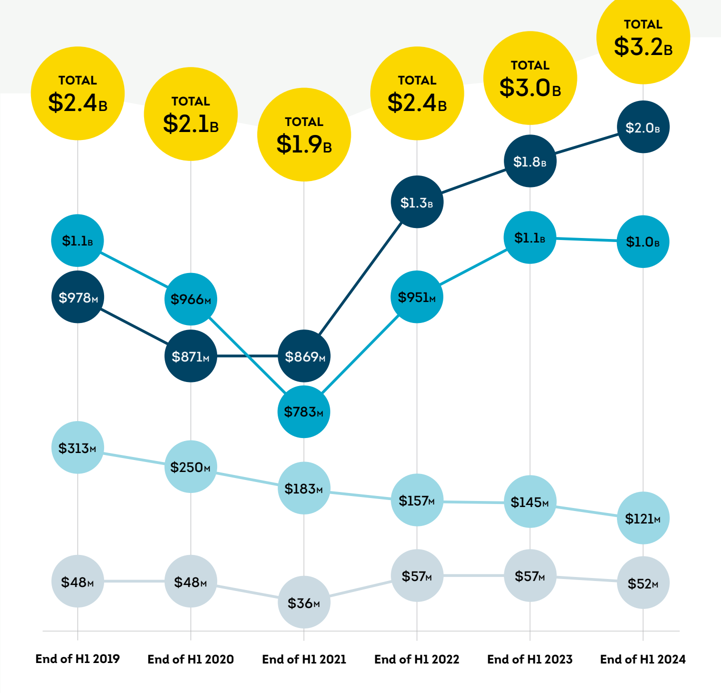
861
West Central IL
14.4%

*Percentages are the rate of risky calls into call centres from each area code
Source: TransUnion TruValidate

Synthetic Identities: Total Lender Exposure

The total credit amount (USD) synthetic identities have access to for US auto loans, bank credit cards, retail credit cards and unsecured personal loans.[4]

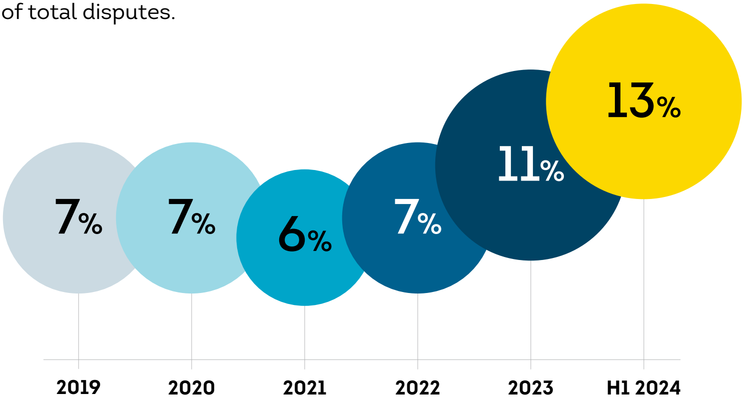
- ● **Four tradeline totals**
- ● **Auto loans**
- ● **Bank credit cards**
- ● **Retail credit cards**
- ● **Unsecured personal loans**



Source: TransUnion TruValidate

Credit Report Disputes

US consumer credit report disputes due to fraud claim as a percentage of total disputes.

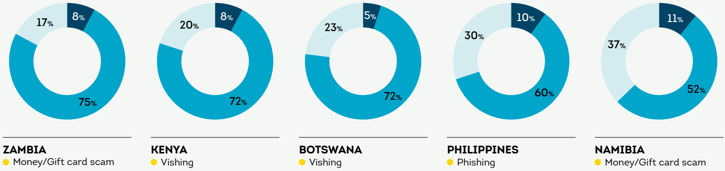


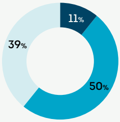
Source: TransUnion US Consumer Credit

Consumers Targeted With Fraud

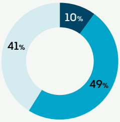
Percentage of consumers who said fraudsters targeted them with email, online, phone call or text messaging fraud attempts from Jan. to May 2024, and the most frequent scheme by which they reported being attacked.[5]

- ● Targeted and fell victim
- ● Targeted but didn't fall victim
- ● Not targeted
- ● Most reported fraud scheme

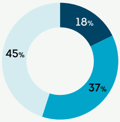




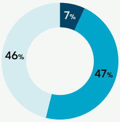
RWANDA
- Money/Gift card scam



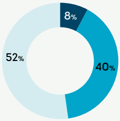
SOUTH AFRICA
- Money/Gift card scam



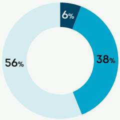
INDIA
- Phishing



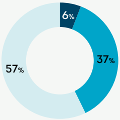
CANADA
- Phishing



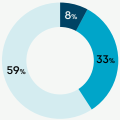
UNITED STATES
- Phishing



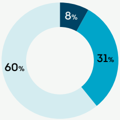
HONG KONG
- Smishing



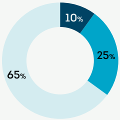
UNITED KINGDOM
- Phishing



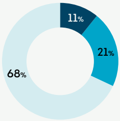
COLOMBIA
- Smishing



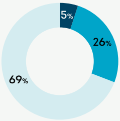
CHILE
- Smishing



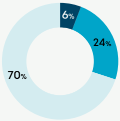
GUATEMALA
- Third-party seller scam/Smishing



DOMINICAN REPUBLIC
- Stolen credit card



SPAIN
- Smishing



BRAZIL
- Stolen PIX scam

Source: TransUnion Consumer Pulse Survey conducted April 29–May 20, 2024

Learn how businesses can protect themselves and their customers.

Go to transunion.ca/solution/truvalidate
or download our latest State of Omnichannel Fraud Report

---

[1] The rate or percentage of suspected Digital Fraud attempts reflects those which TransUnion customers determined met one of the following conditions: 1) denial in real time due to fraudulent indicators, 2) denial in real time for corporate policy violations, 3) fraudulent upon customer investigation, or 4) a corporate policy violation upon customer investigation — compared to all transactions assessed. The country and regional analyses examined transactions in which the consumer or suspected fraudster was located in a select country and region when conducting a transaction. The global statistic represents every country worldwide and not just the select countries and regions.

[2] TransUnion TruEmpower obtains its proprietary cyber breach data in partnership with the Identity Theft Resource Center (ITRC). The ITRC staff tracks all US publicly reported data exposure events from sources that include state attorney generals breached entity press releases, law firms, cybersecurity experts and more. TransUnion expands the ITRC data with a process that computes each breach's top risks, appropriate actionable consumer steps and Breach Risk Score. The BRS is based on the quantity and severity of the particular identity credentials the affected entity determined to have been exposed. From among 60 possible identity credential choices, each breach is run through TruEmpower Identity Threat Profile to produce a risk score and pattern, and prescribed consumer actions. The Breach Risk Score uses a 1–10 scale where 1 represents least severe and 10 represents most severe.

[3] TransUnion's call centre findings were based on data from both large and small financial institutions based in the US. The rate or percentage of high-risk calls was determined by the assessment of multiple risk factors.

[4] TransUnion's synthetic fraud findings were based on US consumer credit data from the US states, territories, protectorates, and US and overseas military bases. It's routinely sourced from more than 50 years of consumer credit data and contains credit information on approximately 400 million consumers. The synthetic fraud analysis encompasses US credit activity recorded between Jan. 1, 2009 and June 30, 2024. The lender exposure measures were based upon TransUnion's proprietary formula to capture potential total loss at risk for lenders.

[5] This online survey of 15,372 adults was conducted April 29–May 20, 2024 by TransUnion in partnership with third-party research provider, Dynata. Adults 18 years of age and older residing in 18 global markets (Botswana, Brazil, Canada, Chile, Colombia, the Dominican Republic, Guatemala, Hong Kong, India, Kenya, Namibia, the Philippines, Rwanda, South Africa, Spain, the UK and US, and Zambia) were surveyed using an online research panel method across a combination of desktop, mobile and tablet devices. Survey questions were administered in Chinese (Hong Kong), English, French (Canada), Portuguese (Brazil) and Spanish (Chile, Colombia, the Dominican Republic, Guatemala and Spain). To ensure representation across resident demographics, the survey included quotas to balance responses across key demographics like age, gender and income. Please note some chart percentages may not add up to 100% due to rounding or multiple answers being accepted.

© Copyright 2024 TransUnion, its subsidiaries and/or affiliates. All Rights Reserved. | INT-CA-24-3004150