



Identity Exchange

OVERVIEW

Advanced Fraud Detection for Supporting Confident Growth

Identity Exchange is TransUnion's identity-risk scoring solution designed to support institutions' growth while helping mitigate fraud exposure. With the recent surge in reported synthetic and first-party fraud¹, traditional methods may no longer be comprehensive enough. Identity Exchange helps deliver predictive insights and supports identity risk management across the full customer lifecycle.

WHAT'S NEW?

We've introduced **two new models** to help strengthen your fraud defenses:



Synthetic Fraud Score

Helps detect fabricated identities created by blending real and fake information. TransUnion internal analysis has found that synthetic fraud is the leading driver of rising delinquency rates in Canada and often goes undetected by conventional tools².



First-Party Fraud Score

Helps identify individuals who open accounts with little or no intention to pay. TransUnion internal analysis found many first-party fraud cases stem from matured synthetic identities, making detection early in the lifecycle important³.

^{1,2,3}Source: TransUnion Canada Consumer Credit Database; TransUnion Canada IDX Database

Available **online and in batch** for flexible integration.

WHY IT MATTERS?

- ✓ TransUnion internal analysis found a noteworthy amount of suspected synthetic fraud and first-party fraud in Canadian non-mortgage originations⁴.
- ✓ These fraud types may masquerade as credit risk⁵, impacting classification and the potential for misclassification of losses.
- ✓ Deploying targeted scoring models to help address the risk of misclassification can help mitigate potential losses.

KEY BENEFITS

- ✓ **Help Protect from End-to-End**
Help detect synthetic fraud at origination and support reduction of downstream bust-out fraud.
- ✓ **Integrated Delivery**
Multiple fraud scores can be delivered in a single transaction for a streamlined approach.
- ✓ **Support New-To-Credit**
Our new models show that delinquency rates in the new-to-credit population may be instances of first party and synthetic fraud⁶. New-to-credit strategies can remain in place to support financial inclusion while IDX models help detect synthetic and first party fraud⁷.

^{4,5,6,7} Source: TransUnion Canada Consumer Credit Database; TransUnion Canada IDX Database

Put Identity Exchange to work for your business.
To learn more, contact your TransUnion representative
Visit: transunion.ca/product/identity-exchange

