

Sure Profile attributes

Synthetic identity protection

Enable synthetic identity and credit abuse detection strategies and analytics with unique data insights

Sure Profile attributes provide a data attribute library tailored to target synthetic identity and credit abuse/first-party fraud. With the attributes in-hand, users can quickly build and deploy strategies and analytics that combine their own client-side insights with the unique and powerful data that underlies Experian's Sure Profile Score. Opportunities include reduced losses, reduced operational costs, improved customer experience and the ability to quickly navigate model governance processes.

Market challenges

Synthetic identity and credit abuse/first-party fraud have been longstanding challenges for credit card and unsecured loan providers but are now present in virtually all types of financial services. Experian conservatively estimates that 13% of charge off losses stem from these types of fraud.

The absence of clear confirmation that a loss is attributable to a synthetic identity or a deliberate act from a true consumer is compounded by the fact that both are dynamic and can emerge at any point in the lending lifecycle. The same bad actor can appear to be a long-standing account holder that suddenly goes bad, or a new customer that defaults immediately depending on when the lender is drawn into the scheme.

A second major challenge in combatting synthetic identity and credit abuse/first-party fraud lies in the lack of access to data insights. While many lenders constrain themselves

to using credit data to predict these behaviours, this approach belies the fact that synthetic identity and credit abuse/first-party fraud schemes are successful because they're built to outmaneuver credit underwriting.

A third major challenge is that externally developed vendor scores and models, even when they are built using non-traditional data and provide viable performance, face extreme challenges in the model governance process. Financial institutions and lenders are often forced to abandon projects aimed at reducing synthetic identity and credit abuse/first-party fraud because they simply cannot be deployed.

Sure Profile attributes

Sure Profile attributes provide a tailored set of 165 attributes that drive Experian's industry leading Sure Profile synthetic identity and credit abuse product suite. In addition to a select set of Trended 3D and Premier AttributesSM, the solution includes 50+ proprietary Sure Profile Identity Attributes that provide deeper insight into identity-specific behaviours including:

- **Account sharing insights** – drawn from data outside of the individual's consumer credit profile
- **Identity stability insights** – tracking the velocity and consistency of identity use over time
- **Relationship insights** – assessing other individuals that have connections to data provided by the individual

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Contracting and use

Sure Profile attributes are available via an IP (Intellectual Property) License providing:

- Flexibility to use the attributes for multiple internal use cases, including the development of models and strategies for detecting synthetic identity, credit abuse/ first-party fraud and credit washing
- Client developed expertise in attribute calculation and weighting
- Confidence for technical and model governance teams to approve use cases and manage regulatory requirements

Delivery

Sure Profile attributes can be accessed through a credit profile request with two output options:

- Sure Profile attributes returned as part of the credit profile response
- Sure Profile attributes returned through a secondary process for consumption directly within a data warehouse or strategy/modelling environment