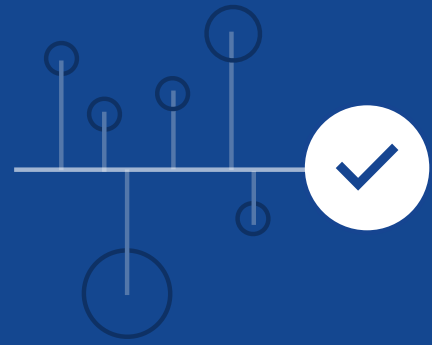


Verified Internet Life

Enhanced protection from key identity-related risks



Fake ID documents, synthetic identities and ghosting (the use of a deceased person's identity) are just some of the identity-related risks facing online businesses. Even if you have an identity verification programme in place, relying purely on static forms of identity, like government issued ID documents, may still expose you to these risks.

Activity on social media and other types of services, could provide a complementary or an alternative approach to achieving a high level assurance of a digital identity.¹

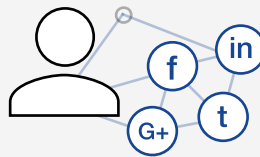
How Verified Internet Life Works

Proof of life



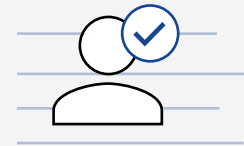
A user signs in to their social or online accounts.

Machine learning analysis



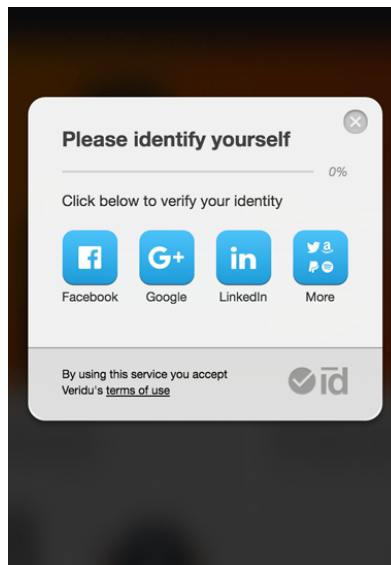
Veridu gathers and analyses the data contained in these accounts and identifies relevant activity events.

Instant decisions



You immediately receive a binary yes/no decision.

You can address these risks by adding an 'online activity history' component to your identity verification programme that requires an individual to prove recent and relevant activity on social or online accounts that are tied to their identity. While assuming a fake or stolen identity is relatively simple for a fraudster to do, creating an associated, and more importantly, credible online footprint is not.



Why Veridu?

- **It's comprehensive**, offering coverage of all demographics, including those with thin credit files and younger users.
- **It's effective**, having been thoroughly tested as part of the GOV.UK Verify programme.
- **It's user-friendly**, and reduces friction and cost when compared with alternative methods of determining activity.

¹Open Identity Exchange (OIXUK.ORG), Use of online activity as part of identity verification, 2016