

# Risk, Trust & Behaviour for the Gaming Sector



## Benefits



### Improved fraud detection

Advanced digital data and device attributes help you identify and prevent fraudulent activity that might otherwise be missed through traditional identity and verification controls. Robust fraud checks mean reduced fraud losses and a healthier bottom line.



### Superior player experience

Non-intrusive datapoints are gathered during application for a low-friction detection method and no disruption for genuine players.



### Greater operational efficiency

Operational costs are minimised by building trust and identifying risk without manual referral or intervention.

## Harness the power of digital and device data attributes to help boost fraud defences and improve your player experience

As more consumers use online channels, digital attributes have become important, preemptive clues in the fight against fraud. With 87% of identity fraud committed online, digital channels are the clear choice for fraudsters.\* Increasingly sophisticated, online methods to defraud businesses and consumers mean traditional fraud checks are no longer effective. With gaming operators feeling the pressure of player expectations, there's a need for innovative, flexible solutions that adapt as fraudster methods do.

### Gaming operators must balance key requirements to help provide a robust and secure service that:

- Protects players and themselves
- Keeps up with the accelerated pace of new methods adopted by fraudsters
- Ensures any additional checks don't disrupt player journeys

Most players generate a large digital footprint with key datapoints. These digital attributes can be used to identify suspicious behaviour, pinpoint risk and increase player trust.

## Stay ahead of fraudsters

TruValidate's Risk, Trust & Behaviour solutions harness the power of digital device attributes to identify risk and establish trust in the identity presented. By using sophisticated, non-intrusive, digital data, this solution effectively spots anomalies and suspicious behaviour. This enables businesses to identify fraud that traditional fraud tools may have missed.

## How does it work?

TruValidate's Risk, Trust & Behaviour solutions look at multiple key attributes to identify risk and establish confidence in presented identities across device, mobile, email and behaviour.

- **TruValidate Device Risk**  
Spot potential fraud risks associated with any online device. Protect against fraud and abuse through a combination of advanced device identification, shared device reputation and real-time risk evaluation.
- **TruValidate Mobile Risk**  
Accurate trust and risk indicators combine real-time network data with a wide range of additional factors via a single, instant check. This helps give you the transparency your business needs to make informed and commercially viable decisions.
- **TruValidate Email Risk**  
Validates the email address captured through the customer lifecycle and produces a risk score based on any suspicious behaviour linked to that email address.

## The Risk Suite

- **Sophisticated digital markers for faster fraud decisions**  
Access the tools you need to identify high-risk players while enabling those with lower risk to be processed more quickly. These capabilities provide your organisation the key tools to mitigate risks posed by compromised data.
- **TruValidate Fraud Alerts**  
Conduct velocity and inconsistency checks against millions of datapoints through TruValidate every day. Use the data most relevant to your fraud and verification processes. Configure search results and warnings globally, by company or application channel.
- **TruValidate Mobile ID and Email ID**  
Establish the number of positive and negative associations between the ownership of an email address and/or telephone number. An additional route to identify potential impersonation fraud, it increases confidence in the presented identity and reduces the need for more validation information.



With 87% of identity fraud being committed online\*, establishing trust helps protect your genuine customers and your business.

As approaches employed by fraudsters evolve, it's vital to counter threats with configurable, agile solutions, and quickly update rules to provide alerts that align with your own fraud procedures.

**Want to know more** about how you can improve fraud detection and prevention whilst delivering better player experiences?

Get in touch by calling **0113 868 2600** or visit: **[transunion.co.uk/truvalidate](https://transunion.co.uk/truvalidate)**

\*Cifas Fraudscape 2020