

# TruValidate Fraud Alerts



Stay ahead of fraud throughout the customer lifecycle



### Identify fraud in real time

Monitor new, sophisticated and evolving behavioural fraud tactics instantly.



### Maintain consumer trust

Build trusted connections while protecting your organisation's reputation.



### Anticipate evolving fraud techniques

Get ahead of suspicious or risky behaviour with ongoing updates aimed at addressing fraud tactics while supporting regulatory adherence.

TransUnion's TruValidate Fraud Alerts notify users of high-risk identities. Real-time ID behavioural algorithms pinpoint identity risk at originations, onboarding and throughout the customer lifecycle, providing additional assurance fraudulent activity will be identified.

### Greater certainty of fraud being flagged

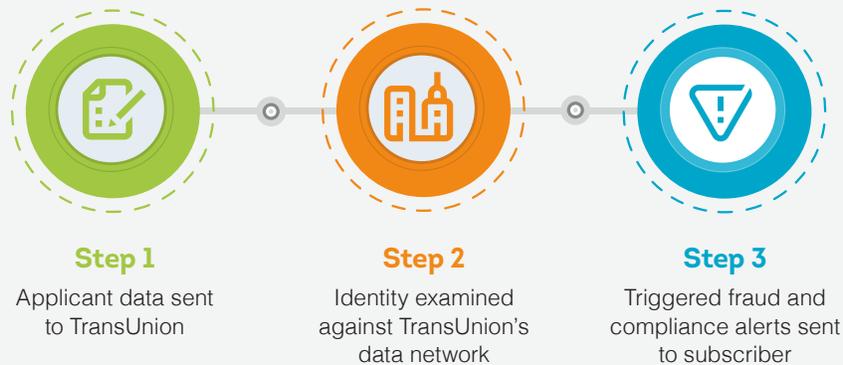
As data breaches grow in frequency and scope, fraudsters are devising sophisticated fraud schemes, including stolen and high-risk identities, resulting in complex challenges for businesses.

- **Reduce fraud at origination**  
Identify fraud before an account is activated.
- **Improve operational efficiencies**  
Save time and money spent on manual reviews to streamline and enhance the consumer experience.
- **Increase detection coverage**  
Spot advanced fraud behaviours and activity indicative of deceptive attempts.
- **Customise fraud alerts**  
All alerts are individually configurable to match your organisation's fraud and compliance strategies.
- **Support compliance efforts**  
Limit your company's exposure by pinpointing high-risk and potentially fraudulent consumer identity data — all while remaining compliant with Know-Your-Customer (KYC) and supporting compliance approaches.

## Pinpoint fraud during high-risk touchpoints

- **Application processing**  
Review what may have changed between prescreen and actual application.
- **Onboarding**  
Ensure initial transactions do not have behavioural anomalies.
- **Account management**  
Monitor and verify suspicious identity usage and transactions.

### How Truvalidate Fraud Alerts works



## Superior coverage, flexibility and customisation for your organisation

- **Advanced alerts**  
Advanced fraud alerts detect application velocity, identity behavioural anomalies, synthetic fraud, relational anomalies, unverifiable identities and more.
- **Complex trigger logic paired with global network data**  
TransUnion's data from cross-industry sources help lower manual reviews and false positives while improving fraud detection performance.
- **Customised alert configuration**  
Tailored options enable alignment to your organisational fraud and identity compliance strategies.
- **Seamless integration**  
Minimise IT expenditures and time to deployment with seamless implementation.
- **Summarised alert reports**  
Receive management reports noting triggered alerts and firing frequency to help monitor performance and trends, as well as adjust strategies.

**Want to know more** about how fraud alerts can be used to strengthen your fraud strategy and help optimise operational processes?

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