





Secure MFA for digital transactions


Added security improves confidence for digital interactions


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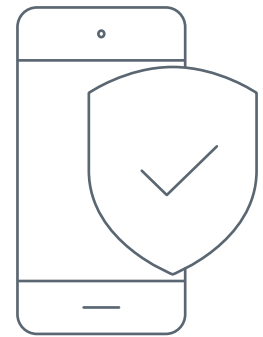


Secure MFA for digital transactions

Added security improves confidence for digital interactions

Secure Multi-Factor Authentication (MFA) is a stand-alone feature or additional security layer to validate the authenticity of the mobile number

Secure MFA facilitates additional security with a more robust authentication strategy when consumers interact using a digital channel. Traditional one-time passcodes can be cumbersome for consumers and can be subject to risk of theft or fraud. The more factors used to determine an identity, the greater the reliability of the authenticity. For instance, layering in Secure MFA, which links a user's mobile number and device/SIM card via a dynamic hyperlink to ensure the mobile number is legitimate, establishes the mobile device as part of an authentication strategy. Businesses gain additional confidence that the mobile number is authentic and associated to the consumer at the time of digital transaction.



Why secure MFA?

Secure MFA is for businesses that want to:

- Conduct a stronger real-time authentication process using a dynamic hyperlink
- Provide an enhanced consumer experience by moving away from traditional passcodes
- Confirm that the consumer engaging with the application is in possession of the device with the SIM associated to the phone number, adding additional confidence that the consumer is legitimately who they claim to be
- Enhance fraud mitigation efforts with a solution that can be paired with other identity solutions

Authenticate mobile devices for digital channels

Features

Offers a one-click, enhanced experience for the consumer, removing the need for data entry

Strengthens security as the hyperlink will not work if forwarded to another mobile device or channel

Provides a correlation between the status of the authentication and the risk level of the mobile number or channel

Benefits

Improves customer experience

Secure MFA eliminates the tedious process of entering a manual passcode and fat-fingering the data entry, providing a faster, enriched experience for a consumer

Strengthens security

Secure MFA is an added security mechanism to improve the confidence that the person is in possession of the mobile device

Reduces middle-man-attack vulnerability

Secure MFA confirms information with the mobile operator that the SIM card is linked with the mobile number — making it difficult for fraudsters to intercept, mitigating SIM-swap and fraud related to SMS forwarding



How does it work?

Real-time process

Secure MFA allows applications to perform real-time authentication of consumers

- A hyperlink is sent to the consumer's device or channel
- The consumer clicks the link to begin the authentication process
- A status on the matching of the mobile number & device/SIM is delivered to the customer, confirming that the link was selected on the phone number and device that was originally submitted by the user

When to use secure MFA

Equifax works across multiple industries to help customers optimize their consumer authentication and risk-mitigation strategies.

Solution capabilities

- **Single-use offers:** Authenticates the identity of unknown users for **one-time, online engagements or offers**
- **Account opening:** Provides indication of the validity of unknown consumers **accessing or completing applications** via digital channels or in-person
- **Account access:** Authorizes user log-in access for **ongoing transactions**, using multiple authentication factors, such as first, a username and/or password and second, an account phone number linked between mobile device/channel and user
- **Account/record permission:** Mitigates risks and increases security associated with an initial real-time, mobile number check when **requesting records or accounts**



Marketplace applications	Single-use offers	Account opening	Account access	Account/record permission
Auto dealers & lenders	X	X	X	
Financial services		X	X	
Government		X	X	X
Health care		X	X	X
Insurance	X	X	X	
Retailers	X	X	X	
Rental/Property management	X	X	X	
Telecommunication & digital media		X	X	

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