

# THE IMPORTANCE OF IDENTITY VERIFICATION

While anti-money laundering regulation requires credit unions to verify their members' identities through Know Your Customer (KYC) processes, **Sherpa Technologies** makes it easy.

When it comes to people's biggest fears, **identity fraud** is at the top of the list.



44% of U.S. consumers are most afraid of **identity theft and banking fraud**.

FICO 2017

And our fears of falling victim to **IDENTITY FRAUD** aren't going away any time soon.



Data breaches across multiple industries continued occurring at a record pace this year with **713 breaches** exposing almost **40 million** reported records as of July.

Credit Union Times, July 2019

Identity fraud costs everyone – consumers and financial institutions – a staggering amount in both **personal and financial losses**.

The **average cost of a data breach** for companies in the U.S. is

**\$7.91 MILLION**

Credit Union Times March 2019

The **average cost of fraud** has grown 9.3% for Financial Services firms and 8.1% for Lending firms since 2017.

LexisNexis® Risk Solutions 2018 True Cost of Fraud™ Study



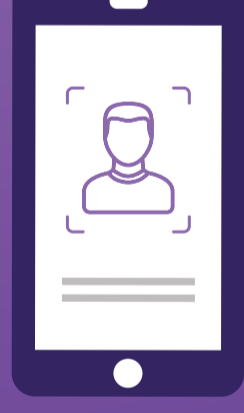
**61% of fraud at financial institutions** with \$50 million or more in assets can be attributed to **identity fraud**.

LexisNexis® Risk Solutions 2018 True Cost of Fraud™ Study



**One in three** victims of a security breach later goes on to experience an identity crime.

Credit Union Times March 2019



Implementing **advanced identity verification** measures can help reduce the risk of fraud.

Currently, a whopping 45.2% of consumers rely solely on **passwords** to keep their digital identities safe.

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Digital Identity Tracker

84% of businesses said that the burden of **fraud risk mitigation** would be reduced if they were certain about the identity of a customer.

Source: Experian 2018

75% of businesses indicated that they would be very interested in **more advanced security measures and authentication**.

Source: Experian 2018



Identity verification needs to be



Simple



Fast



Accurate

Advanced technology will strengthen and **protect your members' identities** and your institution.



If your credit union is one of the 75% of businesses ready to take action, you're invited to **learn more about ID-Pal**.

**sherpa** TECHNOLOGIES