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## **CUs benefit from real-time fraud checks from ID Analytics, a new CUNA Strategic Services provider**

MADISON, Wis. (8/6/10)—Major financial institutions and retailers have long benefited from the real-time identity fraud analysis provided by ID Analytics. Now, through a new relationship with CUNA Strategic Services, credit unions can tap into—and contribute to—this massive source of fraud identification.

“The more companies that participate in the ID Network®, the more valuable and accurate the information is,” said Wes Millar, senior vice president for CUNA Strategic Services. “This helps reduce the risk of fraud for credit unions, and credit unions can help others in return.”

Founded in 2002, ID Analytics owns and operates the ID Network®, the only real-time, cross-industry source of identity information that combines consumer identity activity and pattern recognition to manage identity risk. With a daily flow of 45 million identity elements, it includes 2.6 million known frauds. Every day, leading financial institutions, credit card issuers, wireless providers, private label retailers and auto lenders trust ID Analytics’ fraud solutions to detect and prevent fraud.

“ID Analytics views our relationship with CUNA Strategic Services and credit unions as an excellent opportunity to help protect more credit unions and their members with our powerful and proven fraud prevention network,” said Larry McIntosh, chief marketing officer for ID Analytics. “Credit unions now have access to the largest repository of known identity frauds in the country and join other leading organizations as they protect consumers from identity fraud.”

Through the ID Network, a credit union can submit information during the account-opening process. The application is cross-referenced with information that may indicate fraud such as:

- Combinations of name and date of birth associated with suspected or confirmed fraud
- Number of times a Social Security number has been submitted for scoring in the past three months
- Number of times a fraud is reported at an address in the past six months

This immediately reveals an individual’s risk level during the process. Consumer data within the ID Network® is always confidential and is never sold or distributed.

### **About CUNA Strategic Services**

CUNA Strategic Services Inc., owned jointly by Credit Union National Association (CUNA) and the state leagues, saved credit unions \$40 million in 2009 through its national pricing programs. It provides credit unions with access to high quality products, services, and technologies delivered with a competitive advantage made possible through volume pricing and strategic program development. For more information, call (800) 356-8010 and press 3, or visit [cunastrategicservices.com](http://cunastrategicservices.com).

### **About ID Analytics**

ID Analytics is transforming consumer risk management with patented analytics, proven expertise, and real-time insight into consumer behavior. By combining proprietary data from the ID Network®—one of the nation’s largest networks of cross-industry behavioral data—with advanced science, ID Analytics provides unprecedented visibility into identity risk and creditworthiness. Every day, the largest U.S. companies and critical government agencies rely on ID Analytics to make risk-based decisions that enhance revenue, reduce fraud, drive cost savings, and protect consumers.



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