



Verity®

Powerful Identity Validation to Prevent Fraud

Businesses trust Verity as an effective quality control measure to ensure the accuracy of an individual's self-reported information and block fraudsters.

Verity helps companies to reduce fraud by confirming the accuracy of an individual's self-reported data against well-known databases that specialize in consumer demographics.

Here's how...

Market research companies identify respondents that provide false personal information in an attempt to take a survey.

Online job sites prevent fraudulent inquiries for posted employment opportunities.

Medical-related websites validate physicians and other healthcare professionals.

Alcohol and tobacco companies verify the age of website users.

Financial institutions validate reported account information against known offline data sources.

Any online businesses that need to authenticate the identity of visitors.

Benefits & Advantages

- Superior method for validating consumer information and preventing participation of fraudulent individuals
- No interruption to the user experience or automated redirection of users
- Uses multiple credible databases to validate data
- Web service solution, does not require dedicated hardware or infrastructure
- Flexible deployment options
- Third-party solution establishes credibility with your customers

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How it Works

Verity validates the accuracy of a person's self-reported name, address and other demographics by comparing billions of records across thousands of well-known consumer demographic databases.

Validation Sources Include:

- Address Validation and Type – Postal specifications
- Bankruptcy – historical case filings
- Change of Address – National Change of Address file maintained by the USPS
- Death records
- Electronic Directory Assistance
- High Risk Addresses
- Property Deed & Tax Assessor Data
- Residential Telephone Directory
- ...and numerous others.

V-Score

Verity includes our proprietary, easy-to-use, six-point scoring system called V-Score. Each score enables you to determine whether it is appropriate to ACCEPT or REJECT individuals based on the degree to which self-reported demographics match third-party data.



In addition to a V-Score, Verity provides normalized data. Combined together, the V-Score and normalized data provide the intelligence needed to make decisions on how to treat questionable or fraudulent individuals.

Verity Append

For clients who need additional demographic and lifestyle information, we offer Verity Append. This service uses a variety of industry data sources to append validated respondent records with additional data points.

Verity Challenge and Verity SSN

When you need to be absolutely certain that a person is who he or she claims to be, we offer Verity Challenge and Verity SSN. These enhanced validation processes provide some of the highest levels of identity validation available in the industry – perfect when you need to fulfill cash rewards, allow access to secure areas, or administer surveys that contain sensitive subject matters.

About Imperium

Imperium is the leading provider of data quality, and anti-fraud solutions for the marketing research industry and beyond. For more than ten years, some of the most respected global companies have come to rely on our industry-leading suite of technological services, designed to verify self-reported personal information and restrict fraudulent online activities. Imperium services include RelevantID®, Verity®, Verity Append™, Verity Challenge™, Verity SSN™, Real Answer®, Capture®, Address Correction™ and ChildGuardOnline™. For more information please visit www.imperium.com

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