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Detecting Fraud during Account Acquisition: Equifax to Present Webinar Hosted by ACFE

ATLANTA, March 22, 2016 /PRNewswire/ --

Who: **Daniel Jean**, Associate Vice President of Identity and Fraud Product Management at Equifax Inc. will present a webinar in collaboration with the Association of Certified Fraud Examiners (ACFE).

What: The webinar, titled "Improving Application Fraud Detection across Silos," will provide tips for using an integrated approach to detect fraud during account acquisition.

When: Tuesday, March 29 at 1:30 p.m. ET

Where: http://www.acfe.com/webinar-sponsored.aspx?id=4294992239

Details: The webinar will provide an overview of the challenges organizations face when trying to detect application fraud, including siloed data, limited analytics, and the inability to quickly update models and rules as fraudsters' tactics change. Viewers will gain practical knowledge to help detect fraud in a variety of channels and improve the customer experience.

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About Equifax

Equifax powers the financial future of individuals and organizations around the world. Using the combined strength of unique trusted data, technology and innovative analytics, Equifax has grown from a consumer credit company into a leading provider of insights and knowledge that helps its customers make informed decisions. The company organizes, assimilates and analyzes data on more than 800 million consumers and more than 88 million businesses worldwide, and its databases include employee data contributed from more than 5,000 employers.

Headquartered in Atlanta, Ga., Equifax operates or has investments in 21 countries in North America, Central and South America, Europe and the Asia Pacific region. It is a member of Standard & Poor's (S&P) 500® Index, and its common stock is traded on the New York Stock Exchange (NYSE) under the symbol EFX. Equifax employs approximately 9,200 employees worldwide.

Some noteworthy achievements for the company include: Ranked 13 on the American Banker FinTech Forward list (2015); named a Top Technology Provider on the FinTech 100 list (2004-2015); named an InformationWeek Elite 100 Winner (2014-2015); named a Top Workplace by Atlanta Journal Constitution (2013-2015); named one of Fortune's World's Most Admired Companies (2011-2015); named one of Forbes' World's 100 Most Innovative

Companies (2015). For more information, visit www.equifax.com.

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