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Equifax launches two new intelligence solutions to help businesses mitigate automated fraud

Equifax differentiated data enables businesses to detect account takeovers and synthetic fraud in real time

ATLANTA, Sept. 23, 2026 /PRNewswire/ -- Equifax® (NYSE: EFX) is expanding its fraud prevention capabilities with the launch of two new intelligence solutions: Signal Score for Email and Signal Score for Device. The new Signal Scores are designed to help e-commerce retailers, financial institutions and telecommunication companies protect their digital platforms - such as online checkout lanes, new account sign-up portals and mobile ordering apps - against sophisticated fraud networks and automated threats.

"Businesses can no longer rely on static snapshots of customers to stop fraud," said Ajay Guru, Senior Vice President and General Manager, Identity & Fraud Services at Equifax. "Leveraging our unique differentiated data, these new solutions are designed to deliver a trust score in real time, giving our customers a better view of a user and helping them to mitigate fraud more quickly."

As digital fraud grows increasingly complex, traditional checks are no longer enough to deter automated threats because they cannot see behind the digital blind spots created by VPNs and emulators. Organizations need real-time intelligence to instantly detect sophisticated tactics like script-driven account farming, location spoofing and synthetic identity fraud before they impact the business.

The new Signal Score for Email and Signal Score for Device solutions are designed to use proprietary Equifax data to evaluate risk instantly at the start of a transaction, keeping the experience simple and secure for legitimate consumers. Unlike traditional industry tools that rely on static global networks or lagging database files, the solutions leverage Equifax non-public, first-party sourced data and unique identity linkage to instantly connect digital session behaviors with trusted, real-world consumer profiles.

Translating Email and Device Signals into Immediate, Actionable Trust Scores

- **Signal Score for Email:** Evaluates an email address in real time. It assesses the age of the account, its history and its risk level to determine if the digital identifier is trustworthy.
- **Signal Score for Device:** Analyzes the computer or phone used in a transaction. It

connects device details, location data and network information to validate the electronic instrument to the user.

The two new Signal Scores connect directly to a company's existingfraud prevention or case management systems through Application Programming Interfaces (APIs), making it easy for businesses to enhance current fraud stacks. Companies can use both tools together or pick one to fill a specific data intelligence gap. Designed specifically for internal fraud and risk teams, the new tools deliver faster, actionable data at critical entry points like new account sign-ups and checkouts.

"Fraud can happen at any step of an online interaction," added Guru. "Our unique data and tools give companies what they need to stop criminals without adding slow, extra steps for valid customers."

By spotting high-risk users early, companies can reduce manual review costs while providing a faster experience for honest consumers.

In addition to the new Signal Scores, Equifax offersConsumer Insights, which uses basic information to help businesses assess fraud risk and payment ability and help compliance and security teams prevent account takeovers.

For more information on the full suite of identity andfraud capabilities and how real-time data empowers faster fraud prevention, visit https://www.equifax.com/business/identity-fraud/.

ABOUT EQUIFAX INC.
At Equifax (NYSE: EFX), we believe knowledge drives progress. As a global data, analytics, and technology company, we play an essential role in the global economy by helping financial institutions, companies, employers, and government agencies make critical decisions with greater confidence. Our unique blend of differentiated data, analytics, and cloud technology drives insights to power decisions to move people forward. Headquartered in Atlanta and supported by nearly 15,000 employees worldwide, Equifax operates or has investments in 24 countries in North America, Central and South America, Europe, and the Asia Pacific region. For more information, visit Equifax.com.

FOR MORE INFORMATION:
Tiffany Smith for Equifax
mediainquiries@equifax.com