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Equifax Launches Identity Proofing Solution in Award-Winning Kount® 360 Platform

New Solution Helps Combat Fraud by Authenticating Customer-Provided Identities for Regulated Financial Services and Other Industries

ATLANTA, Sept. 2, 2025 /PRNewswire/ -- [Equifax](#)® (NYSE: EFX) is launching Identity Proofing in its award-winning [Kount](#)® 360 identity and payments fraud platform. Powered by the [Equifax Cloud](#)™, Identity Proofing is tailored to help businesses who are reliant on identity verification, including financial institutions, automotive lenders, retailers with online transactions, and more to integrate verification checks throughout the customer journey by ensuring the information provided is real, affiliated with the person, can be trusted, and is absent from any sanctions or global watchlists. Identity Proofing is designed to help these businesses of all sizes simplify the onboarding of new customers, while reducing fraud rates and adhering to know-your-customer requirements.



"The launch of Identity Proofing reinforces our commitment to providing identity-reliant organizations with the advanced tools they need to combat evolving fraud threats," said Ajay Guru, Senior Vice President and General Manager of Digital Solutions at Equifax. "We empower Kount360 users to improve the onboarding processes for their customers, enhance security, and build greater trust with consumers in a rapidly changing digital landscape. Our customizable workflows, which integrate robust identity and fraud checks via digital signals from email and devices, enable customers to screen against sanction watchlists, check for synthetic identities as well as use biometric and document verification to validate the account holder is who they say they are."

Identity Proofing further includes integrated document verification and facial recognition biometric checks, features provided as part of the Equifax partnership with [Incode](#). At the end of 2024, the U.S. Department of the Treasury's Financial Crimes Enforcement Network (FinCEN) issued an [alert](#) addressing the increase of deepfake media infraud schemes targeting their institutions and customers. Deepfake detection from Incode, combined with leading synthetic identity fraud models from Equifax, provide a robust defense against attacks today and tomorrow.

Benefits of Identity Proofing include:

- **Identity verification checks:** Verify the personal data of any individual using the

robust data network from Equifax and industry-leading AI and machine learning models.

- **Customizable workflows:** Tailor new account opening strategies to fit an organization's specific needs with workflows customized for individual channels or lines of business.
- **User-friendly experience:** Utilize multiple solutions from a single provider - eliminating the need to manage multiple "point solutions" - without compromising goals.
- **Step-up authentication:** Streamline onboarding and create a seamless customer experience by automatically sending step-up protocols after verification, so the consumer can prove they are the rightful owner of the identity.

Identity Proofing offers businesses a complete view of identity risk through comprehensive and customizable workflows, while enabling streamlined onboarding processes for their prospective customers. As a result, businesses can achieve better fraud prevention outcomes and improve customer interactions.

Now available via [Kount 360](#), click here to learn more about [Identity Proofing](#).

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](#).

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