700Credit
CREDIT | COMPLIANCE | SOFT PULLS

700Credit is the industry's largest provider of credit, compliance, identity verification and soft pull solutions.

Keeping you safe from even the most sophisticated types of fraud.

Advancements in identity authentication practices compel criminals and their networks to constantly adjust their tactics to exploit opportunities for which there are limited solutions. Synthetic identity fraud is a recent example of this type of criminal creativity.

Synthetic Identity Protection

700Credit's Synthetic ID Solution is built to combat synthetic fraud using a breadth of data and a suite of analytical fraud solutions to prevent criminals from continuing to hide behind their false identities.
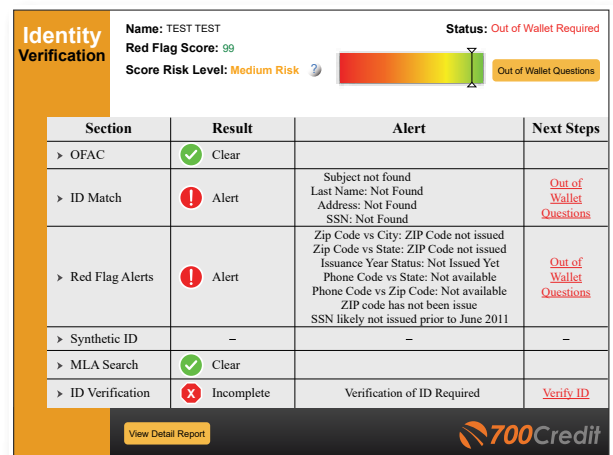
Using proprietary logic and unique combinations of available data, the high-risk fraud score looks at a consumer's credit behavior and credit relationships over time to uncover previously undetectable risk. The solution returns a risk score with score factors to help determine if a new customer application is likely associated with a synthetic identity.

What is Synthetic ID?

Synthetic ID is a type of identity theft where a fraudster utilizes a combination of both accurate and false personal data to create a synthetic identity, such as: a name, address and stolen social security number. This combined information is used to build an identity and send an inquiry to a credit bureau, causing the bureau to create a new profile for this seemingly new 'synthetic' individual. Fraudsters then use this new identity to make vehicle purchases.

Synthetic Identity Detection Rules

These specialized rules consist of 30 conditions that evaluate a broad selection of consumer behaviors. When they occur in specific combinations, these behaviors indicate synthetic identity fraud. Evaluating a consumer's credit behavior enables synthetic identity detection rules to decipher actions consistent with criminals versus the behavior displayed by consumers who are new to credit.

Identity Verification

Name: TEST TEST
Red Flag Score: 99
Score Risk Level: Medium Risk

Status: Out of Wallet Required

Out of Wallet Questions

Section	Result	Alert	Next Steps
OFAC	✅ Clear		
ID Match	❗ Alert	Subject not found Last Name: Not Found Address: Not Found SSN: Not Found	Out of Wallet Questions
Red Flag Alerts	❗ Alert	Zip Code vs City: ZIP Code not issued Zip Code vs State: ZIP Code not issued Issuance Year Status: Not Issued Yet Phone Code vs State: Not available Phone Code vs Zip Code: Not available ZIP code has not been issue SSN likely not issued prior to June 2011	Out of Wallet Questions
Synthetic ID	–	–	–
MLA Search	✅ Clear		
ID Verification	❌ Incomplete	Verification of ID Required	Verify ID

View Detail Report

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How the 700Credit Synthetic Identity Solution Keeps Your Dealership Safe

1. Finds previously undetectable risks

2. Evaluates consumer behavior consistent with Synthetic ID fraud

3. Uncovers connections to real identities

4. See how customers score

Synthetic Identities cost the automotive industry $1 Billion a year. *Are you protected?*