


# CRIF links with HPI and Tracesmart for fraud tools

**Fraud solutions provider CRIF Decision Solutions has inked deals to provide customers with anti-fraud data through vehicle identification and consumer profiling.**

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The firm will work with HPI for vehicle identification and Tracesmart for consumer profiling, incorporating the tools into its UK data hub to provide real-time access to its services through a single portal.

CRIF said that the hub helps insurers, brokers, aggregators, financial organisations and

solicitors know customers better and prevent fraud, and that the company will incorporate the new tools alongside its motor, PI and home insurance databases.

CRIF hopes to make data such as vehicle information and individuals' records available in under two seconds.

Announcing the deals, HPI's finance and insurance director, Darren Greenyer, said: "HPI has been supporting the insurance industry's anti-fraud efforts for years with the provision of vehicle identification data.

"We are delighted to be partnering with CRIF to make our information available alongside other sources of identification data through a single hub that will enhance fraud mitigation processes for the industry."

Sara Costantini, director at CRIF, added: "The sharp increase in identity, personal injury and vehicle fraud in the UK makes our data hub an invaluable business tool to support fraud management.

"The ease and speed at which information can now be accessed will definitely make a positive impact on our clients' businesses and their operational decisions, enabling them to protect their honest customers from the financial effect of fraud."

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