

Equifax® joins Verified.Me™
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TORONTO, May 21, 2019 (GLOBE NEWSWIRE) -- Equifax Canada Co., today announced that it will work with SecureKey Technologies Inc., a leader in identity and authentication solutions, to make it easier for Canadians to help verify their identities with trusted service providers safely and securely. As Canada's leading credit bureau and provider of fraud, identity and compliance solutions, Equifax will act as a key data verifier within SecureKey's [Verified.Me](#) digital identity network.

Users of the Verified.Me service will be able to check their free credit scores through the app in a secure, private and safe manner. Look for the Verified.Me app on both [Google Play](#) and the [App Store](#).

"Equifax will play an important role as an early adopter in the Verified.Me service," said Greg Wolfond, Founder and CEO, SecureKey Technologies. "As our strategic relationship grows, we look forward to expanding a network that enhances consumers' digital experiences, while protecting their right to privacy and providing them with greater control over their data."

"In this age of digital online transactions, it is more important than ever that identification solutions be designed to enable Canadian consumers to conveniently and securely verify their identities," said Tara Zecevic, Vice-President, Fraud, ID & Compliance, Equifax. "Verified.Me is that solution."

Verified.Me, developed by SecureKey Technologies Inc. in cooperation with seven of Canada's major financial institutions is a new service which helps consumers verify their identities with online services across Canada.

Consumers will be able to use the identification details they already have with a *trusted Connection* – such as their financial institution or Equifax – to help verify their identities, create accounts and access services from another trusted organization. This will save consumers the time and effort required to produce multiple forms of ID, answer numerous security questions or go through lengthy verification processes to verify themselves in person when accessing the services they need. Verified.Me is a blockchain-based solution with triple blind™ privacy built into its core. This means that a person's personal information will never be shared without their consent and no one, apart from the user, can see where the data is coming from – or where it's going.

"Being consumer-consent driven, Verified.Me is about giving people more choice, security, control and convenience when accessing new services," added Zecevic. "In an online environment, a provider needs to be confident that they are dealing with you. Verified.Me is an exciting new service that will not only help Canadians verify their own identities, it also has tremendous potential in helping our business clients streamline their digital processes."

About Equifax

Equifax is a global information solutions company that uses unique data, innovative analytics, technology and industry expertise to power organizations and individuals around the world by transforming knowledge into insights that help make more informed business and personal decisions. Headquartered in Atlanta, Ga., Equifax operates or has investments in 24 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 11,000 employees worldwide. For more information, visit [Equifax.com](#) and follow the company's news on [Twitter](#) and [LinkedIn](#).

About Verified.Me

Verified.Me, by SecureKey Technologies Inc., is a new Canadian service to help you verify your identity, so you can get things done fast online, in person and on the phone. Verified.Me helps you verify your identity quickly and securely from any iOS or Android smartphone, using personal information that you consent to share from your Connections, such as your financial institutions. You always stay in control by choosing when to share your information and with whom, reducing unnecessary oversharing of personal information in order to access the services you want. The Verified.Me service is protected with strong security protocols to protect personal information from being identified, accessed or misused. Verified.Me uses blockchain

technology to securely and privately transfer your personal information to trusted network participants, giving you easy access to the services you want, when you want them. Learn more at www.verified.me

About SecureKey Technologies

SecureKey is a leading identity and authentication provider that simplifies consumer access to online services and applications. SecureKey enables a next generation privacy-enhancing identity and authentication network for connecting people to online services using a digital credential they already have and trust. SecureKey is headquartered in Toronto, with offices in Boston and San Francisco. For more information, please visit www.securekey.com and www.verified.me.

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