

# Global ID Check Technology for online gaming operators



## A winning hand...

192business.com are a trusted provider of ID check solutions to global gaming operators such as PKR, Betfair & Bet 365.

When the gaming industry needs to check customer identity to meet the demands of player age verification, fraud prevention and money laundering compliance, our global solutions lead the market.



## Fraud Prevention

Gaming sites continue to be a prime target for fraudsters playing with stolen and cloned cards or online wallets resulting in painful chargebacks for unwary operators. Our customer ID verification tools are at the forefront of the operators' defences to ensure that fraudsters are exposed and legitimate customers are validated and speedily acquired.

Our global verification tools check a range of customer details seamlessly and invisibly during the account creation process and maximise player acquisition rates.



## Money Laundering Compliance

Recent legislation such as the EU Third Money Laundering Directive and the UK Money Laundering Regulations have brought gaming operators into the AML compliance environment. In short, the regulations mean that operators have to verify customer identity to keep crime out of gambling.

Our ID technology allows operators to quickly and easily check customer identity against a range of both positive and negative data sources to meet their Customer Due Diligence requirements as part of the Gambling Commission's money laundering guidance notes.

GAMBLING  
COMMISSION



## Age verification

The licensing authorities in the online gaming industry have ensured that operators are focussed on player age verification to prevent children from being able to gamble online.

Our global databases and ID technologies allow operators to be socially responsible and take all reasonable steps to be sure of customer age during the account creation process.

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## ID verification in less than a second...



Online gaming operators gather customer details during the account creation process



Operators pass customer Name, Address, Date of Birth, IP Address etc to 192 to run a Fraud Prevention Check, an Age Check or an Anti-Money Laundering Check

### Fraud prevention check:

By testing customer characteristics real customers can be identified and acquired and fraudsters spotted and kept off your site

### Money Laundering check:

Operators can use our compliant, Know Your Customer ID check solutions to check positive and negative databases to comply with the Money Laundering Regulations 2007 and relevant industry money laundering guidance

### Age Verification check:

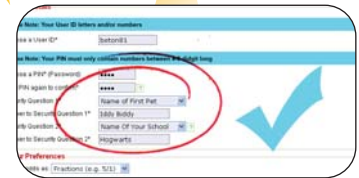
Our ID check solutions are also used by many operators to ensure they remain socially responsible and can age verify customers.

### Voice verification check:

When traditional ID check solutions fail, customers can be verified through voice print capture during the transaction to welcome as many valid customers as possible and deter fraudsters, money launderers and underage gamblers.



The ID check results are presented to the operators ecommerce rule-set or decisioning engine



Legitimate customers are accepted and fraudsters, money launderers and underage customers rejected

## 192 is a global customer ID check tool

	Address validation	Name & Address check	Home phone number check	Date of Birth database check	Date of Birth Passport check	Date of Birth ID Card & Travel Visa check	IP address check	Fraud Sanctions & AML alert check
United Kingdom	✓	✓	✓	✓	✓	✓	✓	✓
Europe	✓	✓	✓		✓	✓	✓	✓
Canada	✓	✓	✓		✓	✓	✓	✓
Rest of World	✓				✓	✓	✓	✓

Global egaming operators serve global customer bases so we have built a truly global identity verification solution to meet your global fraud prevention, money laundering compliance and age verification requirements.

We have collated and built global identity databases but our approach is also to ensure that we have verification technologies available where traditional database checks fail or there is no local database to check against.

In this instance, we recommend using our voice verification, IP address validation or global Passport, Driving Licence, and ID card check technologies.

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*We researched other options, but we found 192business.com to be most suitable for our needs given the reliability, accuracy, and quality of service we receive. In fact, 192business.com is the only third party service we use. With such robust checks in place we feel we're doing the utmost to ensure responsible gambling on our site.*

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## To find out more

Call the gaming team on **0207 909 2192**

Request a call back at [www.192business.com/contact](http://www.192business.com/contact)

Learn more at [www.192business.com/gaming](http://www.192business.com/gaming)

E-mail us your questions at [gaming@192.com](mailto:gaming@192.com)