

Identity Verification: **Know Your Customer**



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The Middle East and North Africa (MENA) region has always presented challenges in regards to data, it is less readily available, in a different language and in most cases, not even digitalised. Over the last 20+ years Cedar Rose has been collecting data translating and transliterating it to make it available in a recognised format. In 2015 Cedar Rose released the first ever electronic identity verification (eIDV) service for the MENA region. This long awaited innovation tool revolutionised compliance for companies to enable them to verify users across MENA and beyond. Offered via one single, flexible, API, any business can simply integrate with Cedar Rose's database for instant match/no match results on over 160 million individuals to stay compliant in an ever changing complex, regulatory world.

ENTER ELECTRONIC IDENTITY VERIFICATION

Electronic identity verification (eIDV) is one of the easiest and most effective ways for companies and financial institutions to quickly and easily verify the identity of their clients, mitigating fraud and risk. Failure to comply with KYC/AML regulations can have serious consequences, all crystal clear motivations to warrant efforts of compliance to help combat fraudulent activities and prevent avoidable losses. Using eIDV, financial institutions such as online banks, lenders or services that use age verification to restrict access can instantly confirm whether information provided at the point of sale, by a website user or potential client, is legitimate. Instantly confirming user and client identities instills a sense of trust and security in business.

COMMONLY USED BY



BANKS



**FINANCIAL
SERVICES**



**E-WALLET
PROVIDERS**



**E-COMMERCE
SOLUTIONS**



**FINTECH
COMPANIES**



**FOREX
COMPANIES**



**GAMING
COMPANIES**



**PAYMENT
PROCESSORS**

Electronic identity verification enhances :

- **Client Onboarding**
- **Payment Compliance & Fraud Prevention**
- **User Experience**

CLIENT ONBOARDING

01

USER ENTERS DATA

When you onboard clients your users go through the natural registration process of entering standard details such as: name, email, a form of identification and an address.

IDENTIFICATION DATA IS CHECKED

User details are then instantly checked across a database in order to provide an instant match (for a verified identity) or no match (if a users identity cannot be verified) result.

02

03

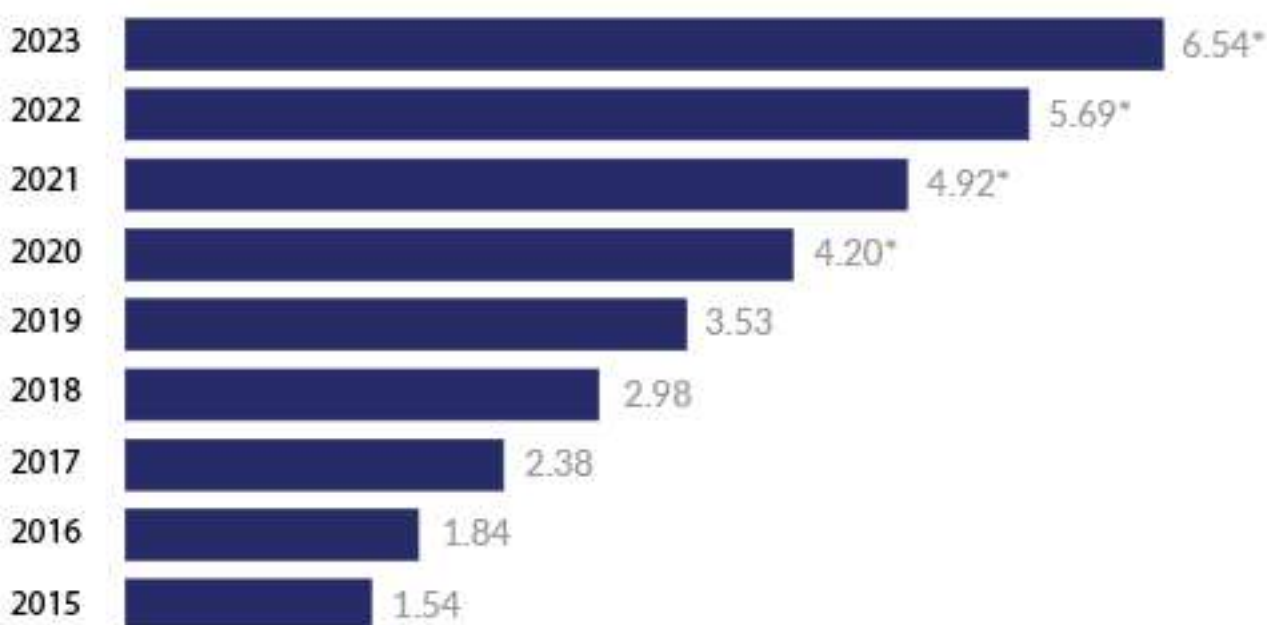
CLIENT ONBOARDED

You have now collated legitimate and verified data on your client. Your company can confirm that the client is who they say they are and you can continue to conduct secure business.

PAYMENT COMPLIANCE & FRAUD PREVENTION

WORLDWIDE RETAIL E-COMMERCE SALES

SALES IN BILLIONS (\$) U.S. DOLLARS

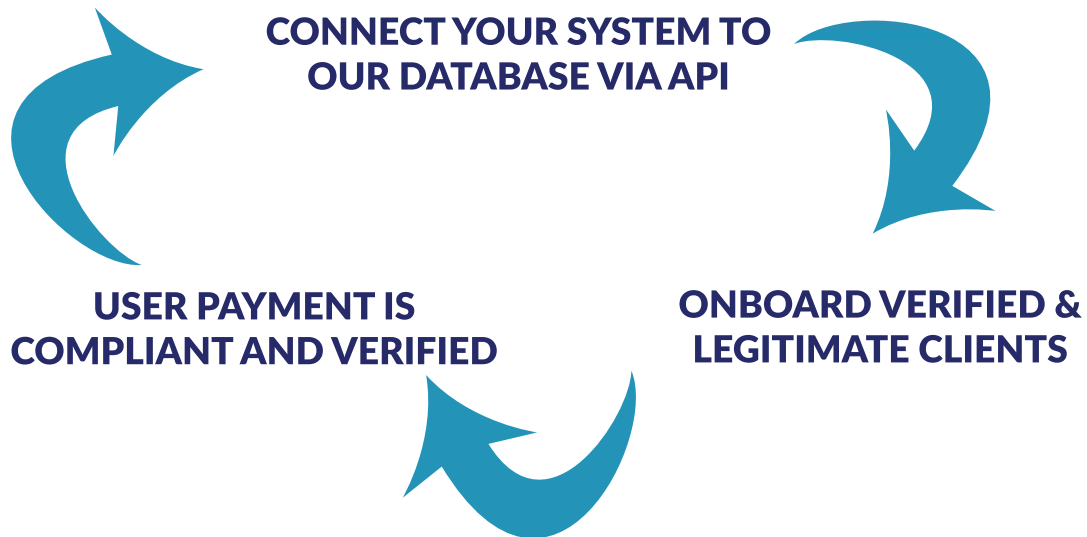


*Predicted

Statistics by Statista

E-commerce, e-wallets and online transactions are continually rising and predicted to increase even further into the next decade. B2C and B2B, online payments and gateways provide an efficient service that all companies utilise, therefore, it is now more important than ever to make sure that you verify your users and customers to make sure that everyone who uses your platform has an assigned and verified identity. Identity verification tools can help your company comply with compliance and AML regulations and help reduce risk of fraudulent activities.

USER EXPERIENCE



When you use our data for your identity verification needs, you can ensure that your company is not only compliant but your users will be too. It is important to have a robust KYC tool in place that will benefit your company and your clients. Cedar Rose's electronic identity verification service instills trust and reliance.

**Cedar Rose Offers Premium Identity Verification
Solutions Expert & eIDV Services**

CEDAR ROSE COUNTRY COVERAGE

Cedar Rose can provide accurate KYC compliance verification for **over 160 million individuals**. We have established ourselves as the go-to eIDV provider for the **Middle East and North Africa** region.



BAHRAIN



JORDAN



KUWAIT



LEBANON



OMAN



ROMANIA



RUSSIA

SAUDI
ARABIA

TURKEY



UAE

OVER
160 MILLION
INDIVIDUALS

INSTANT
**MATCH/
NO MATCH**
RESULTS

COMPLIANT
AML / KYC
REGULATIONS

DATA SOURCES



**CORPORATE
RECORDS
REGISTER**



**VOTERS
RECORDS**



**PUBLIC
ANNOUNCE-
MENTS**



**CREDIT
REPORTING**

DATA FIELDS

When user data is undergoing its verification process, our database is checked for either a match / no match result across the below data fields. Data fields may vary depending on the country in question.

- Title
- Gender
- Address City
- Date of Birth
- National ID No.
- Civil Register No.
- Address House No.
- Telephone number
- Address Post Code
- Civil Register Town
- Inner Passport No
- Arabic or Romanised First Name
- Arabic or Romanised Middle Name1
- Arabic or Romanised Middle Name2
- Arabic or Romanised Middle Name3
- Arabic or Romanised Middle Name4
- Arabic & Romanised Surname
- Cyrillic First Name
- Cyrillic Second Name
- Cyrillic Surname
- Tax ID No

EIDV PROCESS

01

CONNECT VIA API

Connect your system directly to ours,
accessing data on over 160 million individuals
via our flexible and established API.

02

USER ENTERS IDENTIFICATION DATA

For a KYC check, the user enters verification data such as the person's name, ID number, address, depending on the country of origin.

03

IDENTIFICATION DATA IS CHECKED

The data is then instantly checked across our database of individuals until an accurate and conclusive result is found.

04

INSTANT MATCH/NO MATCH RESULT

Identification data is checked and one of two results is instantly returned. Either a match, where the result is verified or a no match, where the result has not been verified.



ABOUT CEDAR ROSE

Overview of Cedar Rose:

Established in 1997, Cedar Rose Int. Services Ltd has been leading the field for credit reporting, business intelligence and investigative due diligence for the Middle East and North Africa.

Since 2016, we have been expanding to offer a trusted global service for business information and data, delivered using the latest technology.

Putting our clients at the forefront of every decision we make, we offer a first class, bespoke and highly flexible service with access to the world's largest database of business information for the MENA region. Whether you need credit analysis, compliance, AML, KYC or KYB solutions, Cedar Rose gives you the facts and figures to make confident business decisions.

Known for **Accuracy** • Trusted for **Reliability** • Respected for **Quality**

OUR MISSION

We provide excellent quality, reliable and innovative Business Intelligence services that promote ethical, compliant and secure global trade.

OUR VISION

To be the premier source of Business Intelligence worldwide through continuous innovation and development of talent and technology.