







**IDENTITY VERIFICATION**

# Anti-Deepfake Solution

## PROTECT YOUR EKYC PROCESS FROM AI-POWERED IMPERSONATION

TransUnion® Anti-Deepfake Solution adds real-time checks to spot face-swaps and video injection attacks (where a pre-recorded or swapped clip is fed into an app to fool selfie checks) before onboarding completes, helping you strengthen controls without adding friction. Independent testing showed a 99.5% passing rate and blockage of more than 99% of deepfake and spoofing attempts in iBeta ISO 30107-3 PAD tests\* – with no impact on customer experiences. The solution carries iBeta Level 2 biometric certification in alignment with the Hong Kong Monetary Authority (HKMA) guidance.

### KEY FEATURES

-  **Seamless plug-in**  
Integrates into your existing eKYC workflow with minimal development effort so you can activate protection quickly.
-  **Strong compliance posture**  
Meets regulatory expectations through iBeta Level 2 biometric certification aligned with HKMA guidance.
-  **Real-time detection**  
Identifies face-swapping and injected video attacks before they compromise onboarding using motion and colour-based liveness checks.
-  **Built for scale**  
Handles high-volume transactions efficiently to support growth without performance loss.

## TransUnion Anti-Deepfake Solution delivers tangible benefits

- **Reduce fraud risk**

Detect injected video attacks, AI-swap faces and abnormal light patterns, and defend against 2D/3D masks.

- **Protect pass rates**

Secure good customers with low-friction liveness verification tuned to risk signals.

- **Strengthen compliance**

Support HKMA recommendations by fortifying deepfake detection, adopting advanced analytics and enhancing device controls – such as preventing indirect camera access and testing against HD-screen attacks.

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## Where TransUnion Anti-Deepfake Solution helps most:



### Remote account opening

Block face-swap and video injection attempts during selfie checks.



### High-risk transactions

Add targeted liveness authentication when risk signals spike (e.g., rapid repeat attempts, reused biometrics, inconsistent device IDs).



\*Results are based on iBeta testing in 2025 (Levels 1 and 2), including 800 real and 1,200 fake cases evaluated at a high threshold across a diverse mix of age, gender, ethnicity and skin tone.

Contact your TransUnion representative to discuss how our Anti-Deepfake Solution can help protect your customers and brand while advancing eKYC controls.

Visit: [transunion.hk/anti-deepfake](https://transunion.hk/anti-deepfake)

