persona

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Fraud
Defenses that outpace evolving threats

Automatically deny sophisticated attacks and secure every step of the user journey. Protect your platform from evolving fraud without slowing down legitimate users.

> "Because Persona provides such a great user experience, our conversion rates have remained steady even after implementing a comprehensive onboarding process. At the same time we feel a lot more confident in our ability to weed out bad actors."

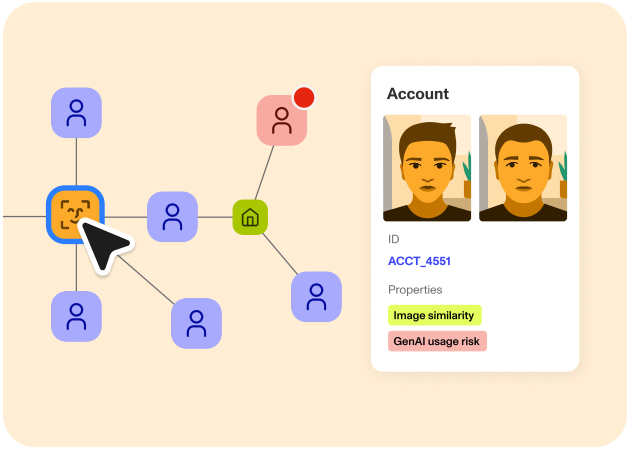
Ishwar Dhanuka
CEO at MyRent

Detect and automatically deny sophisticated fraud

Stop generative AI deepfakes and documents
With GenAI making it possible for even casual fraudsters to create compelling identities, you need a solution that uses pixel-level visual cues and aggregated risk signals to automatically block even the most advanced fraud.

Verify the most convincing synthetic identities
Use comprehensive authoritative, issuing, media, and other official watchlist data sources, to cross verify that an identity doesn't just look real, but belongs to a real person.

Match users to presented identities
Ensure that users are who they say they are, with selfie liveness checks that match portraits to government IDs and one-time passcodes for email or phone.



Verify every entity: individuals, businesses, and their agents.

KYC KYB KYA

Dynamic friction across the user lifecycle to optimize conversion and fraud capture rates

Verify based on assurance requirements
Introduce verifications only when user and transaction risk requires it

Secure the entire user journey
Deploy step-up verification to stop fake onboarding and account takeovers

Create an extension of your brand
Completely customizable user prompts to support *your* ideal user journey.

Trusted by our partners

Square Brex reddit OpenAI Travelex LinkedIn

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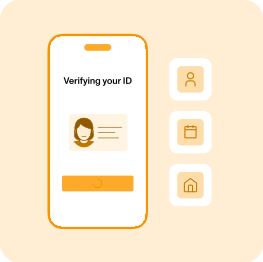
Fraud
Persona's approach to capturing advanced fraud

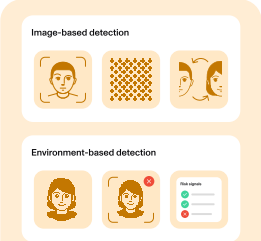
Ensuring a robust defense against GenAI fraud and emerging threats requires a holistic, end-to-end fraud strategy.

Catch fraud, no matter how it's delivered.

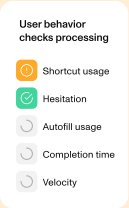
Persona captures fraud whether it's presented physically through presentation attacks, or virtually inserted through injection attacks or file uploads. Use our multi-layered approach to evaluate visual signals, network and device metadata, behavior signals, and signs of repeated fraud.



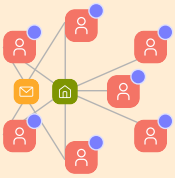
Tailored verifications for any document
Whether you're verifying government-issued or supplemental documents for 200+ countries and territories, Persona detects format anomalies and catches content inconsistencies that manual reviews miss.



Uncover invisible fraud with metadata
Leverage transaction-level signals from user devices and networks, such as hardware property inconsistencies, mobile integrity, or impossible intrasession travel, to reveal fraud risks when visual signals aren't enough.



Fully informed risk signal profile
Unveil suspicious submission behavior, such as a unnaturally high volume of submission attempts, use of shortcuts throughout the transaction, or time to completion, associated with automated fraud stemming from scripts and agentic AI.



Link analysis to map hidden fraud connections
Explore the full range of potential shared attributes, such as IP addresses, phone numbers, or image similarities to identify trends, repeat patterns, and anomalies in user behavior to find fraud rings and block them immediately.

CCPA GDPR AICPA SOC 2 kantara NIST 800-63 rev.3 FERPA HIPAA ISO 27001 PCI

Security and privacy at our core

Persona is built with security and privacy by design. All data is encrypted in transit through TLS 1.2 and at rest through AES-256 encryption. Security keys are rotated on a recurring basis.