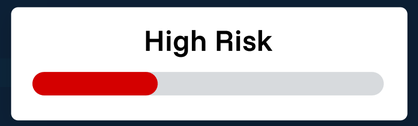


SOLUTION BRIEF

# Identity Data Hygiene

## Identity fraud doesn’t just exploit identities – it exploits bad data

Outdated, duplicate, and polluted identity records create hidden vulnerabilities across organizations. Attackers increasingly leverage stale credentials, synthetic identities, and dormant accounts embedded in identity databases to gain access and evade detection.

As identity ecosystems grow, so does the volume of inaccurate and unverified data, fueling account takeover, identity fraud, and compliance risk.

### The Result

- Increased identity fraud exposure and attack surface
- Inaccurate identity decisions and risk scoring
- Operational inefficiencies and higher costs
- Compliance and audit challenges

This reinforces the need to embed data hygiene into a continuous identity threat detection strategy to clean up identity data and flag potential fraudulent accounts.

# Modern identity challenges

- Duplicate, stale, and orphaned accounts
- Synthetic identities persisting undetected
- Inaccurate or outdated contact and identity data
- Limited visibility into identity risk across databases

## Why identity data hygiene matters

Identity data hygiene is critical because identity systems are only as reliable as the data they contain. Inaccurate, outdated, or duplicate records create blind spots that attackers can exploit—whether through dormant accounts, synthetic identities, or mismatched user information. Poor data quality weakens identity verification, increases false positives, and allows fraudulent activity to go undetected. As organizations scale and accumulate identity data across systems, these issues compound, turning identity databases into a growing attack surface rather than a source of trust.

## Continuous identity data hygiene and integrity

Maintaining clean, accurate identity data is essential for effective security, fraud prevention, and operational efficiency. Continuous data hygiene ensures that identity attributes remain current, trustworthy, and aligned across systems, enabling more accurate risk assessment and decision-making. It also supports compliance with regulatory requirements and improves customer experiences by reducing friction caused by incorrect or outdated information. In an environment where attackers increasingly rely on exploiting identity weaknesses, strong data hygiene is foundational to maintaining trust and reducing risk.

## The ID Dataweb solution

The ID Dataweb™ platform combines:

- Adaptive identity verification
- Behavioral analytics
- Device and credential intelligence
- AI-driven risk scoring

Together, these capabilities detect and prevent identity attacks in real time while minimizing friction for legitimate users. They can also be leveraged to process large volumes of identity records for verification and risk assessment.

***Most organizations verify identities at onboarding—but fail to continuously validate and maintain identity data over time.***

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## Core identity data hygiene capabilities

The ID Dataweb platform allows for:

- **PII Cleanse**: Validate identities, update outdated data, and flag high-risk records
- **Email & Mobile Verification**: Detect inaccurate or risky contact data
- **B2B Identity Enrichment**: Validate and enhance business identity attributes
- **Ongoing Data Updates**: Track changes such as address, phone, and risk indicators

Unlike traditional identity verification tools that are static and siloed, ID Dataweb delivers dynamic, multi-layered risk orchestration that adapts to evolving threats.

The cloud-native platform:

- Deploys quickly
- Integrates easily with existing identity infrastructure
- Supports low-code policy customization
- Continuously evolves with the threat landscape

## Safeguarding every identity attack vector

The traditional security perimeter has disappeared. Stolen credentials are widely available, and static security controls cannot keep pace with modern threats. ID Dataweb helps organizations adapt with a single platform that protects all identity attack vectors and a wide variety of use cases, including identity data hygiene.

## Key identity data hygiene use cases

- Identity database cleansing and deduplication
- Dormant and high-risk account identification
- Continuous identity data validation and enrichment
- Customer and workforce identity hygiene
- Fraud prevention and risk signal improvement

## The ID Dataweb advantage

- Cleaner, more accurate identity data
- Reduced attack surface and fraud exposure
- Improved identity verification and decisioning
- Stronger compliance and governance posture


**One platform. Trusted data. Stronger identity.**

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ID Dataweb™ delivers identity threat detection and mitigation solutions to safeguard against identity fraud and account-related threats, all without disrupting the user experience.

**Book a demo**

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