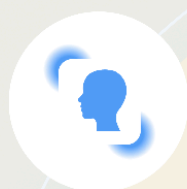# Duplicate Account Detection

Shufti

Duplicate Account

PCI DSS   SOC2   GDPR   QG GDPR   ISO 27001: 2013   CE+   iBeta Level 1   KJM AGE VERIFICATION   CCPA

Introduction to Duplicate Account Detection

In the digital age, businesses face increasing challenges in verifying user authenticity. Fraudsters often attempt to create multiple accounts to manipulate engagement metrics, exploit promotions, or bypass platform restrictions. This problem is particularly significant in industries such as **social media, fintech, gaming, and online marketplaces**, where **account integrity is essential**.

Shufti's **Duplicate Account Detection** feature is designed to address these challenges by preventing multiple registrations from the same individual. Using advanced **Face Mapping Technology**, the system ensures that users cannot create duplicate accounts under different credentials. This solution enhances security, improves user experience, and reduces fraud, making it a critical tool for businesses that rely on secure user verification.

Key Highlights of Shufti's Duplicate Account Detection

1.   Biometric-Based Face Mapping Technology

Shufti uses AI-powered facial recognition to detect and prevent duplicate accounts. The system captures a user's facial features during the verification process and checks them against Shufti's **secure database** to **detect potential duplicates**.

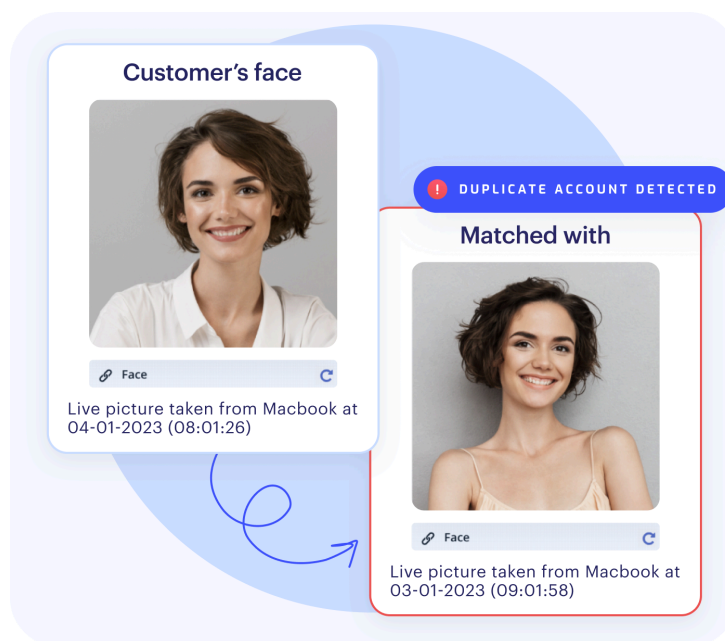### 2.   Customizable for Different Business Needs

Businesses can configure duplicate account detection based on their specific requirements. Some may choose to **strictly prevent duplicate registrations**, while others may allow **multiple accounts under certain conditions**.

3.   Seamless KYC Verification Integration

Once a user completes **Know Your Customer (KYC) verification**, their biometric identity is securely stored. If the same user attempts to register again, the system **flags the duplication** and prevents unnecessary verification.

4.   Real-Time Duplicate Detection

Shufti's system **operates in real-time**, ensuring that **duplicate accounts are detected before registration is completed**, effectively stopping fraud before it occurs.

Customer's face

Live picture taken from Macbook at 04-01-2023 (08:01:26)

DUPLICATE ACCOUNT DETECTED

Matched with

Live picture taken from Macbook at 03-01-2023 (09:01:58)

How It Works

Shufti's **Duplicate Account Detection** follows a **multi-step verification process** to identify duplicate accounts accurately.

❖ **User Registration & KYC Verification**

➢ The user registers on the platform and undergoes KYC verification.
➢ Their facial biometric data is securely stored for future reference.

❖ **Duplicate Account Screening**

➢ When a new registration attempt is made, **Shufti's Face Mapping Technology** scans the existing database for **matching facial features**.
➢ If a duplicate is found, the system **flags the attempt** and prevents registration.

❖ **Decision & Prevention Mechanism**

➢ If a match is detected, **the duplicate registration is blocked**.
➢ If no match is found, the user can proceed with account creation.

❖ **Configurable Business Logic**

➢ Businesses can **enable or disable** duplicate detection based on their needs.
➢ Some industries may allow **multiple accounts** with proper verification, while others may enforce strict **one-user-per-account policies**.

Case Study: Preventing Duplicate Accounts with Shufti's AI-Powered Detection

Background

Many digital platforms face the growing challenge of users **creating multiple accounts** to exploit promotions, bypass security restrictions, and engage in fraudulent activities. Duplicate accounts can cause **financial losses, data inaccuracies,** and **compliance risks** for businesses in industries such as **fintech, crypto, social media, e-commerce,** etc.

Shufti's **Duplicate Account Detection** offers a powerful AI-driven solution that prevents users from **creating multiple accounts using Face Mapping Technology**. The system ensures that businesses can **block fraudulent registrations while maintaining a seamless experience for genuine users**.

Challenges Faced by Shufti's Clients

Shufti's clients—including **social media platforms, fintech companies, and cryptocurrency exchanges**—struggle with:

- ❖ **Users create multiple accounts** to exploit **signup bonuses, referral programs, and promotions**.
- ❖ **Fraudsters bypass bans and account restrictions** by registering under different credentials.
- ❖ **Fake accounts manipulate engagement metrics**, leading to **inaccurate analytics and business decisions**.
- ❖ **Compliance risks in financial transactions**, where users attempt to **bypass KYC/AML requirements**.

To combat these challenges, businesses needed a **real-time, automated system** that could **detect duplicate accounts instantly while allowing flexibility for legitimate user activities**.

Solutions: Shufti's AI-Powered Duplicate Account Detection

Shufti provided a **highly adaptable, real-time duplicate detection solution** that:

✔ **Uses Face Mapping Technology** to detect and prevent multiple account registrations.
✔ **Identifies duplicate users in real-time**, blocking fraudulent attempts.
✔ **Allows businesses to configure detection settings** based on their specific verification needs.

✔ **Ensures a frictionless experience for genuine users**, reducing unnecessary verification steps.

Implementation in the Crypto Industry (Example)

A **leading cryptocurrency exchange** implemented Shufti's **Duplicate Account Detection** to enhance **user onboarding security** and **prevent fraudulent transactions**.

Challenges Faced by the Exchange

🚨 **Referral & Promotion Abuse** – Users attempted to create multiple accounts to **claim signup bonuses** and **exploit referral rewards**.
🚨 **Fraudulent Trading Activity** – Traders opened **multiple accounts** to **manipulate markets and evade bans**.
🚨 **Need for Different Verification Levels** – The exchange wanted **strict duplicate detection for onboarding** but **flexibility for transaction-based verifications**.

Shufti's Adaptive Solution

✅ **Strict Duplicate Detection for Account Registration**

- ❖ **Face Mapping Technology** blocked **multiple registrations from the same user**.
- ❖ **Users who already completed KYC were not required to re-verify** when re-registering.
- ❖ **Fraudulent duplicate accounts were flagged and denied access**.

✅ **Flexible Verification for Transactions**

- ❖ **Duplicate detection was disabled** when users performed **KYC verification for transactions**.
- ❖ Ensured that **genuine users could complete financial transactions smoothly** without unnecessary verification barriers.

Results & Business Impact

✔ Eliminated abuse of promotions, referral bonuses, and sign-up rewards.
✔ Increased security and compliance with KYC/AML regulations.
✔ Improved user experience by removing redundant verification steps.

Conclusion

Shufti's **Duplicate Account Detection** has proven to be a **powerful tool for fraud prevention**, helping businesses across industries **secure their platforms, maintain compliance, and improve user trust**.

With its flexible and configurable implementation, Shufti's solution allows businesses to block duplicate accounts at key points while ensuring legitimate users can proceed without friction.

For businesses looking to **eliminate fraud, optimize verification, and protect their platforms**, Shufti's **AI-powered duplicate detection is the ideal solution**.

Eliminating Duplicate Registrations with Shufti FAST ID

Background

ByteDance operates multiple platforms and subsidiaries, including **TikTok Live, BNPL, etc.** Users often engage with multiple ByteDance services, requiring identity verification for security and compliance. However, users faced a recurring issue—**having to verify their identity multiple times** across ByteDance's platforms, leading to:

❌ **Redundant identity verification processes** across apps.
❌ **Higher user drop-off rates** due to verification friction.
❌ **Operational inefficiencies** from repeated manual reviews.
❌ **Increased risk of duplicate accounts**, impacting security and compliance.

Challenge: Detecting & Preventing Duplicate Registrations

ByteDance needed a solution to:

1. **Detect users already verified on one platform** and apply that verification across subsidiaries.
2. **Reduce duplicate accounts** while maintaining strong security.
3. **Improve user experience** by eliminating unnecessary verification steps.

Solution: Implementing FAST ID for Duplication Detection

ByteDance integrated **FAST ID**, powered by **Shufti**, to detect duplicate users and streamline identity verification across its ecosystem.

How FAST ID Works in ByteDance's Ecosystem:

 ◆ **User's First Verification:** A new user, **Emily**, signs up for **TikTok Live** and completes a biometric identity verification. Her **facial scan & verification data** are securely stored in **Shufti's database**.

 ◆ **Verification with a Subsidiary:** A few months later, Emily started using **BNPL (a ByteDance subsidiary)** and needs to verify her identity for premium features. Instead of resubmitting documents, she performs a quick facial scan.

 ◆ **Instant Database Check:** FAST ID **cross-checks her facial scan** against existing verified profiles from TikTok and other ByteDance platforms.

 ◆ **Duplicate Detection:** Since a match is found, FAST ID verifies her identity without requiring her to **submit documents again**.

 ◆ **Verification Complete:** Emily is seamlessly verified for CapCut, ensuring a frictionless experience **without duplicate accounts or repeated verification steps**.

Conclusion

By implementing FAST ID, ByteDance successfully eliminated duplicate registrations, optimized onboarding speed, and improved security across TikTok Live, BNPL, and other platforms. FAST ID now ensures that once a user is verified, they remain verified across the entire ByteDance ecosystem, providing a seamless and secure experience.

FAST ID Patent & Legal Protection

Shufti's FAST ID is now officially **patented**, reinforcing its status as a pioneering and legally protected identity verification technology. This exclusive biometric authentication solution ensures secure, future-proof protection against fraud, duplicate accounts, and identity theft—delivering seamless and reliable user verification.

Scalable Implementation Across ByteDance's Global Jurisdictions

FAST ID operates **seamlessly across multiple jurisdictions**, ensuring compliance with **regional identity verification and data protection laws**. ByteDance can deploy FAST ID globally while adhering to stringent regulations, including:

✅ **GDPR (Europe)** – Ensuring data privacy and user consent for biometric authentication.
✅ **CCPA (USA)** – Complying with data protection standards while preventing identity fraud.
✅ **Other Regional Regulations** – Supporting compliance in Asia, the Middle East, and Latin America.

With **multi-jurisdictional compliance** and **cross-platform integration**, FAST ID provides a **unified identity verification experience** across ByteDance's business verticals. Once a user is verified, they remain verified across all ByteDance platforms, ensuring a **secure, seamless, and legally compliant** authentication process—no matter their location.