

NuData Security
 **mastercard.**

Invisible security.
Unrivalled technology.



Invisible user verification

In a world where personal data is available for a few dollars, trusting the user behind the device is becoming an expensive challenge. NuData, a Mastercard company, takes a different approach to protecting your users' accounts and your digital environment: Our unique solutions use the power of passive biometrics and behavioral analytics to look beyond the credentials.

NuData identifies fraudsters from customers by how they behave in your environment – instead of relying on static data such as passwords, security questions, and dates of birth. Our invisible layers provide +99% accuracy and a smooth experience that makes your customers return.

With NuData you can



Recognize your known user

Build a strong relationship with your good customer.

With +99% accuracy, you avoid false declines and unnecessary friction. Treat your good customers with the trust they deserve.



Cut down account takeover

Block high-risk traffic in real time and stop future fraud.

Continuously protect your customers and your business from account takeover with no friction on good users, even if legitimate stolen credentials are presented.



Protect beyond the login

Uncover all the fraud that hides in your environment.

Bad actors are getting creative by attacking where nobody is watching – or so they think. NuData continuously monitors all the activity during a session – not just at the transaction or login – for more in-depth visibility.



Stop automation

Block scripted attacks when you turn NuData solutions on.

Our machine learning capabilities monitor your traffic to increase detection performance. We stop automated attacks with +99% accuracy.



NuData stopped millions of automated login attempts that our previous solution had missed.

Major U.S. bank

NuData uniquely secures faster payments while still offering a great experience.

Early Warning

Key features



Continuous verification

Don't miss anything during a session. Protect your customers across the environment to catch any anomalous behavior – wherever they are in the session. NuData monitors continuously from the moment users enter your website until they leave.



Invisible to the customer

Protect your customers passively. NuData collects hundreds of anonymized user data points while they seamlessly enjoy your environment. No friction added.



Machine learning

Be constantly evolving without lifting a finger. We gather billions of data points and learn from them to increase your security. NuData is continually adapting, changing, and evolving along with your traffic.



Real-time detection

Find anomalous activity before it results in fraud. With our real-time solution, you can see and block threats as they try to access your environment.



Customized security

Your traffic. Your rules. NuData helps you secure your environment on your own terms. Schedule the actions you want the system to take based on your users' risk levels and your threshold for risk tolerance.



Cross-channel

Have all devices under control. NuData provides the same level of security on every device. Whether your customers are using iOs, Android, or Windows, or a tablet or their phone, we've got you covered.

400 billion
data points
analyzed
per year

+99%
accuracy

100%
real time

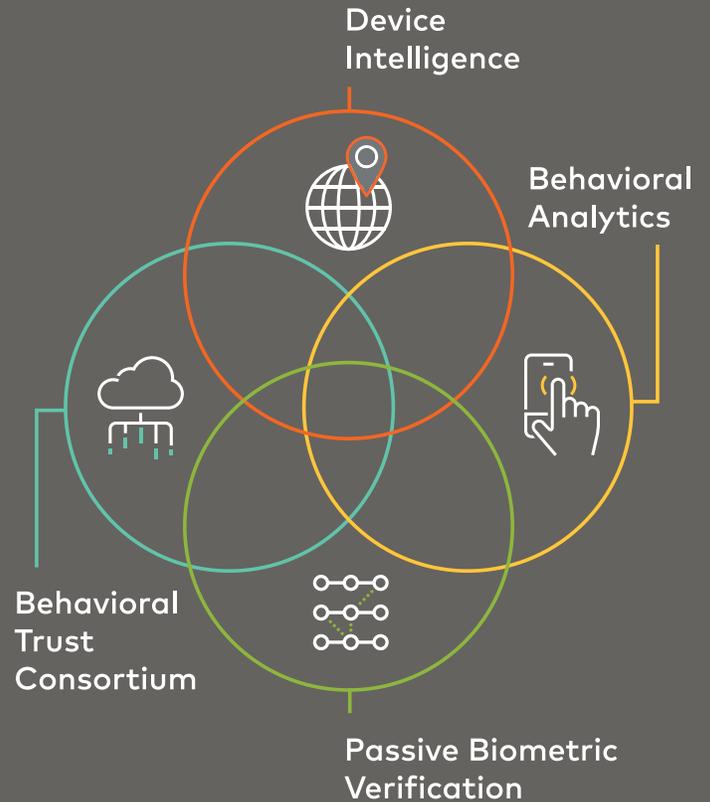
Compared to single-layer solutions that only focus on one type of threat, multi-layered solutions protect against a wide range of attacks.

Julie Conroy, Research Director, Aite Group

How it works



Our technology harnesses the power of our four integrated layers of security that analyze over 400 billion data points per year. Our multi-layered approach monitors subtle pre-attack signs, protecting your environment from different threat variations and their evolved forms.



ABOUT NUDATA

NuData Security, a Mastercard company, is an award-winning passive biometrics and behavioral analytics solutions provider, based in Vancouver, B.C.

We were born with the belief that customers deserve a seamless online experience that keeps them protected. Our technology identifies users based on their online interactions – behavior that can't be replicated by a third party.

We have proudly pioneered the field of passive behavioral biometrics and are tirelessly evolving to keep our clients protected from growing online risks.

Today, NuData is trusted by some of the largest global brands in the world to verify users, keep environments safe, and bring trust and innovation to the online space.

Read our client experiences with NuData at

www.nudatasecurity.com/nudetect/success-stories

Or contact us at

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for more information