

# One data source, endless opportunities

Verify any person, in any country,  
at any time, in real time

At EQ Data, our focus is on people and the data properties that describe them. Our EQ Cognition service provides an agnostic approach to data validation and verification. We build connections for businesses to be able to access a vast array of global data sources seamlessly and in real time.

## Benefits of EQ Cognition:



### Keep connected with your customers

Ensure you have the contact details required to transact and follow up with your customers



### Save on unnecessary costs

Prevent calls being made to invalid numbers, communications being sent to incorrect addresses and minimise the likelihood of your customers getting into debt



### Reduce errors in data entry

Guarantee you have clean data at the point of data capture



### Reduce fake sign-ups

Prevent fake sign-ups to your newsletters, competitions, accounts and other online forms, and mitigate the risk of impersonation fraud



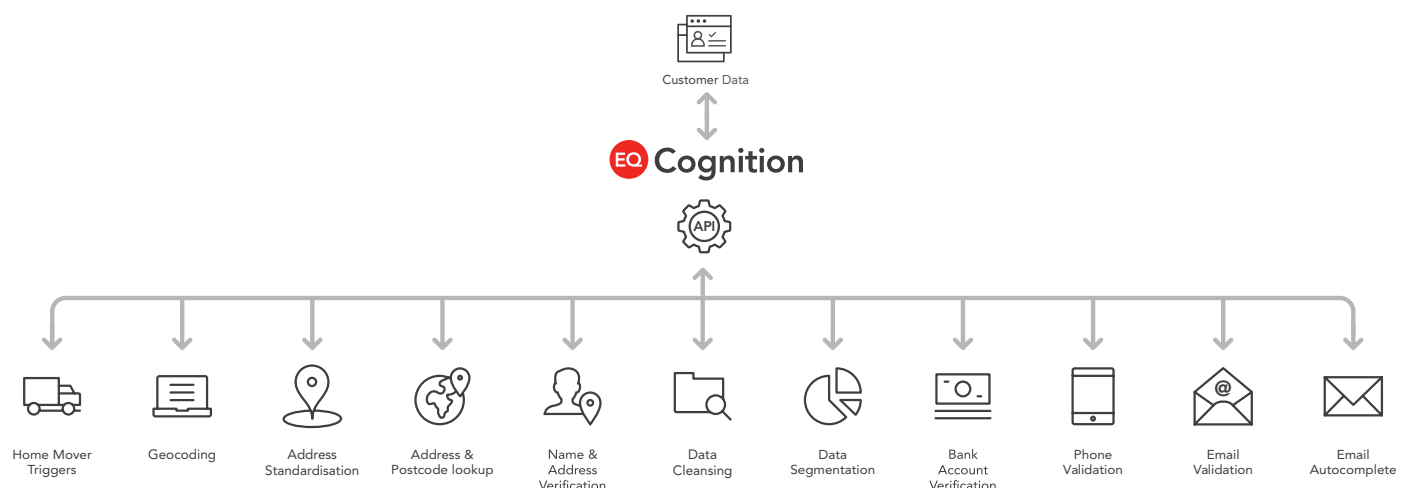
### Maintain compliance with GDPR

Ensure the customer details you hold are accurate

## EQ Cognition

Our centralised API, designed to enable access to global data sources and accelerate your enterprise operations.

- Select data for any purpose from multiple sources
- Speed up the process of getting data validated for your business



**TALK TO US TO SEE HOW WE CAN HELP**

Visit [equiniti.com](https://equiniti.com) or email [cognition@equiniti.com](mailto:cognition@equiniti.com) for more information