

## Safer Workplaces Start with Identity

**Modern hiring starts with identity.** Today, it's too easy for someone to present a false identity. Thanks to the thousands of data breaches that occur every year, identity fraud is becoming a growing concern for hiring managers everywhere. At the same time, companies are hiring more remote and gig workers in today's complex landscape, making in-person identity verification more difficult.

Sterling Backcheck helps employers deter identity fraud and create safer workplaces with a cohesive solution that seamlessly integrates identity verification at the start of a Canadian Criminal Record Check (CCRC) – for more accurate, and efficient hiring decisions.

**15+**  
**THOUSAND**

identity-related fraud cases were reported in 2018, according to Statista Canada<sup>1</sup>.



## We help protect workplaces from identity fraud

### Your process. Our expertise.

Utilizing facial recognition and fraud detection technology, Sterling Identity Verification allows candidates to upload copies of their required IDs and a face photo from the device of their choice. We leverage revolutionary facial recognition technology to determine whether it's a match or if further verification is required. Sterling Identity Verification greatly reduces the number of candidates to have their ID verified in person, whether through Canada Post or the Hiring Manager. Sterling Backcheck takes security seriously.

We presented Sterling Identity Verification and engaged with the Royal Canadian Mounted Police (RCMP) to ensure that all the policies, processes and applications to mitigate any potential issues were in place during its development.

### Key Benefits

- Integrates identity seamlessly at the start of a CCRC, reducing the risk of identity fraud
- Higher-quality biographic data for greater accuracy, and fewer screening errors
- A simple and convenient mobile candidate experience that's accessible anywhere, at any time
- Results that can integrate seamlessly into your current hiring process

<sup>1</sup><https://www.statista.com/statistics/544918/number-of-identity-frauds-in-canada/>

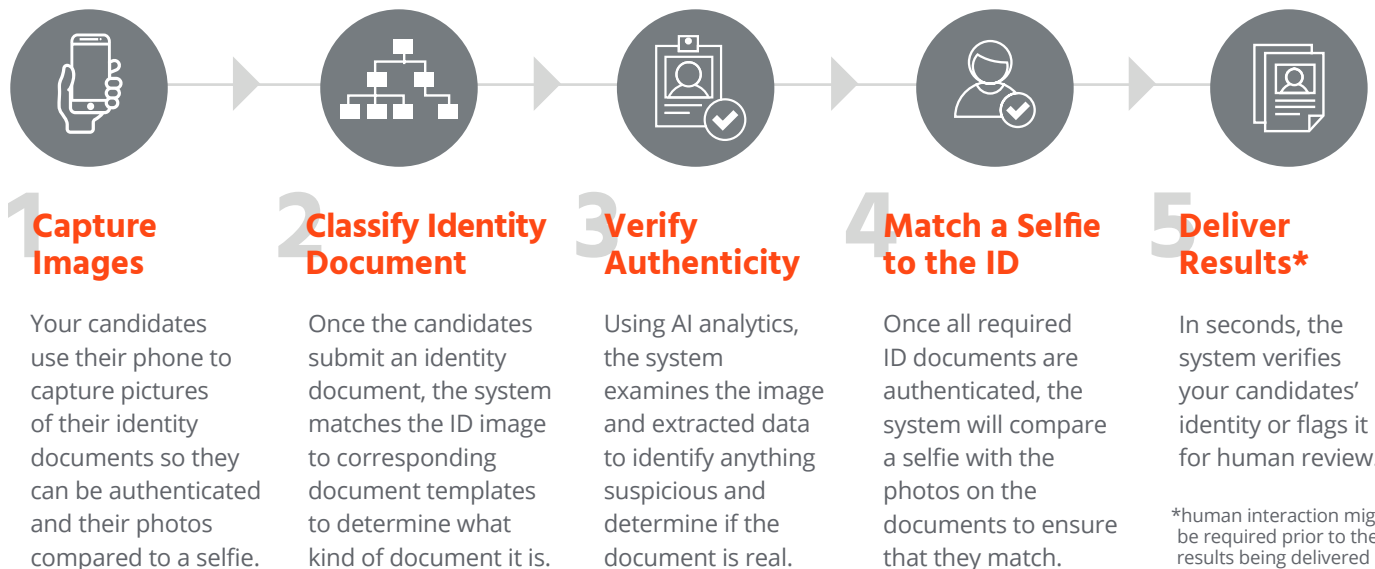


## How Digital Identity Verification Works

When you request identity verification, your candidate is instructed to use a mobile phone or desktop camera to snap photos of identity documents and take a selfie.

We leverage advanced technology that walks them through the process, authenticates the documents, and compares photos using a combination of artificial intelligence and human expertise a delivering fast results.

### Here's the process, step by step:



#### ABOUT STERLING BACKCHECK

Sterling Backcheck—a leading provider of background and identity services in Canada—offers a foundation of trust and safety that spans across industries, professions, and borders. Our technology-powered services help organizations create great environments for their workers, partners, and customers. With office locations around the world, Sterling conducts more than 100 million searches annually. Sterling Backcheck is the Canadian division of the global Sterling family. Visit Sterling Backcheck online at [sterlingbackcheck.ca](https://sterlingbackcheck.ca).



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