

Safened to bring award winning identity verification technology to ICE London

Safened will be making its first appearance at ICE London (5-7 February, ExCeL London, UK) to launch its award winning digital Know Your Customer (KYC) solution to remote gaming companies that are regulated in Europe. The company, which is an FCA-licensed payment institution with full European Union passporting rights, has been providing a digital KYC solution to European (digital only) banks, Payment Service Providers (PSPs), Fintechs and other regulated players affected by the 4th EU Anti Money Laundering Directive and GDPR in order to optimise their identification processes in a compliant and cost-effective manner.

Outlining Safened's capabilities, CCO, Krik Gunning, said: "Safened is an Identity verification company that helps digital businesses verify their client's identity by combining the latest technologies - including artificial intelligence and machine learning - with the human eye in order to review every person applying. We believe that the cascading of checks is an effective way to form a holistic view on a client and in the process to filter out fraudsters. There is a lot of activity in the digital KYC space, but what sets us apart is the fact that we are a regulated financial institution that can offer an end-to-end solution including the handling of exceptions."

"Although this will be our first participation at ICE we know a lot about the exhibition and what to expect having spoken with our partners and clients. From a business development perspective we are looking to build our portfolio in sectors such as the European gaming industry that have been impacted by new regulations. We are looking forward to meet new PSP's and gaming clients as well as raise our brand awareness among clients in the remote gaming sector."

In November 2018, the company won the Accenture Innovation Award for its digital KYC solution.

For more information on the world's biggest gaming technology event and to experience the spirit of genius at ICE London 2019 (5-7 February, ExCeL London, UK), visit: icelondon.uk.com