



# DOTS IP Address Validation

IP Address Validation provides a web visitor's location, their device type and proxy server usage, which can be used to help detect fraud and high-risk transactions.

Beyond fraud detection, marketing teams can use IP address details for privacy compliance, list segmentation, personalization and geo-targeted marketing campaigns, improving campaign performance and contact rates.

## How It Works

### Provides Location & Risk Factors

Location data like country, region and city are derived from the IP address, facilitating comparisons with contact address and exposing location discrepancies and fraud indicators.

### Returns Host Data for IP Addresses

Data returned from the IP address includes the ISP and network owner to which the IP is assigned and the host name.

### Detects and Identifies Proxy Servers

Identifies use of proxy servers, including private, public, satellite servers and anonymous proxy servers hiding user IP addresses.

### Flags Malicious & High-Risk Users

Identifies potential or near-certain malicious IP addresses for real-time detection of fraudulent activity.

### SERVICE OBJECTS VALIDATION ENGINE



## Features and Benefits

### Fraud Alert: When Location Doesn't Match

Most ecommerce fraud originates from high-risk countries where scammers operate with impunity and enforcement is lax. IP Address Validation flags mismatches between an IP's location and a customer's address worldwide and provides a certainty score for every result. The result is your business can quickly identify discrepancies, set them aside for further review and block fraudulent transactions.

Our global database of over 4 billion records is updated daily to ensure the most accurate results are delivered.

### Supports Compliance Efforts

IP Address Validation enables your organization to detect the country of origin that website visitors are coming from. This information assists in meeting the compliance requirements for privacy and data protection laws, like GDPR, CAN-SPAM and PIPEDA.

By detecting the country a visitor is coming from, your business can more accurately present the correct privacy policy associated with their country.



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