

## ZipZap Selects IDology to Streamline the KYC Process Prevent Fraud in the UK

Written by Australian Business

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( [PRLEAP.COM](http://PRLEAP.COM) ) May 29, 2014 - ATLANTA, GA – [IDology, Inc.](http://IDology, Inc.) , the leading provider of innovative technology solutions for businesses announced today an expansion of its partnership with [ZipZap](http://ZipZap) , the largest global payment network that enables customers to buy, sell or use digital currencies.

IDology, Inc. provides identity verification and fraud prevention solutions for ZipZap's U.S. operations, and will now be expanding to provide support in the United Kingdom that enables simplified customer acquisition and decreases fraud – all while maintaining compliance.

"Extending our relationship with IDology to provide robust verification and fraud solutions in the UK not only allows us to comply with local KYC regulations, but also gives us a competitive advantage." said Alan Safahi, CEO of ZipZap. "At ZipZap, we employ a "best of breed" approach to ID verification and fraud. We do everything available to approve real customers with minimal friction and stop those attempting fraud. This helps us lower operating expenses and provide our customers with a positive experience."

ZipZap enables customers to purchase digital currencies with cash and other payment options worldwide. When launched in the UK in a few short weeks, consumers can simply register online to obtain a bar code voucher and head to the nearest ZipZap payment location, use cash to purchase Bitcoins and have them deposited into their digital wallets. ZipZap's offering provides the UK market with a key piece of infrastructure that allows digital currencies like Bitcoin to further expand in the UK.

"We are very excited to be expanding our partnership with ZipZap into the United Kingdom," said John Dancu, CEO of IDology. "Our end-to-end identity verification and fraud prevention platform not only helps ensure ZipZap is compliant with the various KYC requirements in the UK, but it also streamlines vital processes that protect against fraud. At IDology, our main goal is to provide innovation and leading solutions for identity verification and fraud that are easy to deploy and manage while also enabling our customers to drive revenue and prevent fraud at an effective cost on a worldwide basis."

About ZipZap: ZipZap, Inc. is a global payment network, enabling consumers to buy, sell or use digital currencies with cash or other payment options. Founded in 2010, ZipZap is headquartered in San Francisco, California, with operations around the globe. For more information about ZipZap, visit [www.zipzapinc.com](http://www.zipzapinc.com) .

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About IDology, Inc. IDology, Inc. provides real-time technology solutions that verify an individual's identity and age for anyone conducting business in a consumer-not-present environment to help drive revenue, decrease costs, prevent fraud and meet compliance regulations. Founded in 2003, IDology offers a solution-driven approach to identity verification and fraud prevention that ultimately helps increase customer acquisition and improve customer experience. IDology has developed an innovative and on-demand technology platform that allows customers to control the entire proofing process and provides the flexibility to make configuration changes that are deployed automatically – without having to rely on internal IT resources or IDology's customer service – so customers can stay ahead of the fraud landscape while maintaining compliance. For more information, visit [www.IDology.com](http://www.IDology.com) or call 866-520-1234.