**FOR IMMEDIATE RELEASE**

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**CUNA Strategic Services Announces Equifax as New Alliance Provider**

Today, CUNA Strategic Services (CSS) announced Equifax, a global data, analytics and technology company, as an alliance provider. As the first Nationwide Credit Reporting Agency (NCRA) to join the CSS roster of providers, Equifax offers credit unions innovative solutions to help them strengthen member relationships, optimize member experience, increase portfolio growth and prevent fraud losses.

“We are thrilled to welcome Equifax as our newest strategic alliance provider,” said Barb Lowman, President, CUNA Strategic Services. “Now more than ever, credit unions need resources and strategies for growth while also mitigating risk. With access to the broad range of data-driven insights that Equifax provides, credit unions can feel more confident about their member segmentation, decisioning and retention processes.”

Through the alliance, credit unions will have access to a broad range of Equifax solutions, including:

* Risk products, like Insight Score for Credit Cards
* Differentiated data assets, such as Specialty Finance Data from DataX and Teletrack
* Data-driven marketing products, such as Equifax Prescreen and the Equifax Ability to Pay Index

Together with predictive analytics, these solutions and data insights can help credit unions strike a balance between operational and member needs to ultimately grow and retain member relationships in a digital world.

“For more than 120 years, Equifax has been committed to helping people live their financial best, working to build economically healthy individuals and communities everywhere we do business,” said Joy Wilder Lybeer, Senior Vice President of Global Partnerships at Equifax United States Information Solutions (USIS). “Credit unions also place community at the heart of everything they do. We are pleased to join forces with CUNA Strategic Services to help credit unions support the communities they serve more effectively through access to expanded data insights – allowing them to say ‘Yes’ to more members.”

To learn more, visit the [Equifax webpage](https://www.cunastrategicservices.com/content/cuna/css/become-a-provider/all-providers/equifax.html).

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**About CUNA Strategic Services:**
CUNA Strategic Services develops strategic alliance relationships to bring credit unions innovative solutions that will drive membership growth and operational excellence at an attractive price. The company is majority-owned by Credit Union National Association and state Leagues. For more information, visit [www.cunastrategicservices.com](http://www.cunastrategicservices.com/).

**About CUNA:**
Credit Union National Association (CUNA) is the only national association that advocates on behalf of all of America’s credit unions, which are owned by 130 million consumer members. CUNA, along with its network of affiliated state credit union leagues, delivers unwavering advocacy, continuous professional growth and operational confidence to protect the best interests of all credit unions. For more information about CUNA, visit [cuna.org](http://www.cuna.org/). To find your nearest credit union, visit [YourMoneyFurther.com](https://yourmoneyfurther.com/).

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