

# Create whole-family relationships for credit unions + protects members in the moments that matter

Todd Wascom  
VP, Sales & Partnerships

Trusted By



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# The \$60B Problem Everyone Knows About

Chicago Tribune

NEWS > CRIME AND PUBLIC SAFETY

Scammers are swiping billions from Americans every year. Worse, most crooks are getting away with it



William Bortz, left, stands alongside his daughter, Ave Williams, at his senior living center, Friday, May 17, 2024, in San Diego. said criminals stole his family's nest egg of almost \$700,000 in an elaborate scheme. Sophisticated overseas criminals are stealing tens of billions of dollars from Americans every year, a crime wave that's projected to get worse as the U.S. population ages and technology like AI makes it easier than ever to perpetrate fraud and get away with it. (AP Photo/Gregory Bull)

By ASSOCIATED PRESS  
UPDATED: July 7, 2024 at 10:14 AM CST

The New York Times

SWINDLED SAVINGS

*They're Giving Scammers All Their Money. The Kids Can't Stop Them.*

One son couldn't prevent his father from giving about \$1 million in savings to con artists, including one posing as a female wrestling star. The two became estranged.

Share full article

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WSJ The Wall Street Journal + Follow

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'She Hooked Me': How an Online Scam Cost a Senior Citizen His Life's Savings


Story by Feliz Solomon • 5mo • 11 min read

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# How Carefull Solves it

It's not just identity

It's not just transactions



# How Carefull Solves it

It's not just identity

It's not just transactions

It's member **behavior.**



# How Carefull Solves it

It's member **behavior**.

We get ahead of it,  
helping members help themselves.



# An AI-engine built to identify 60+ unique and hard-to-detect elder fraud & exploitation (EFE) patterns

Cognitive  
Decline

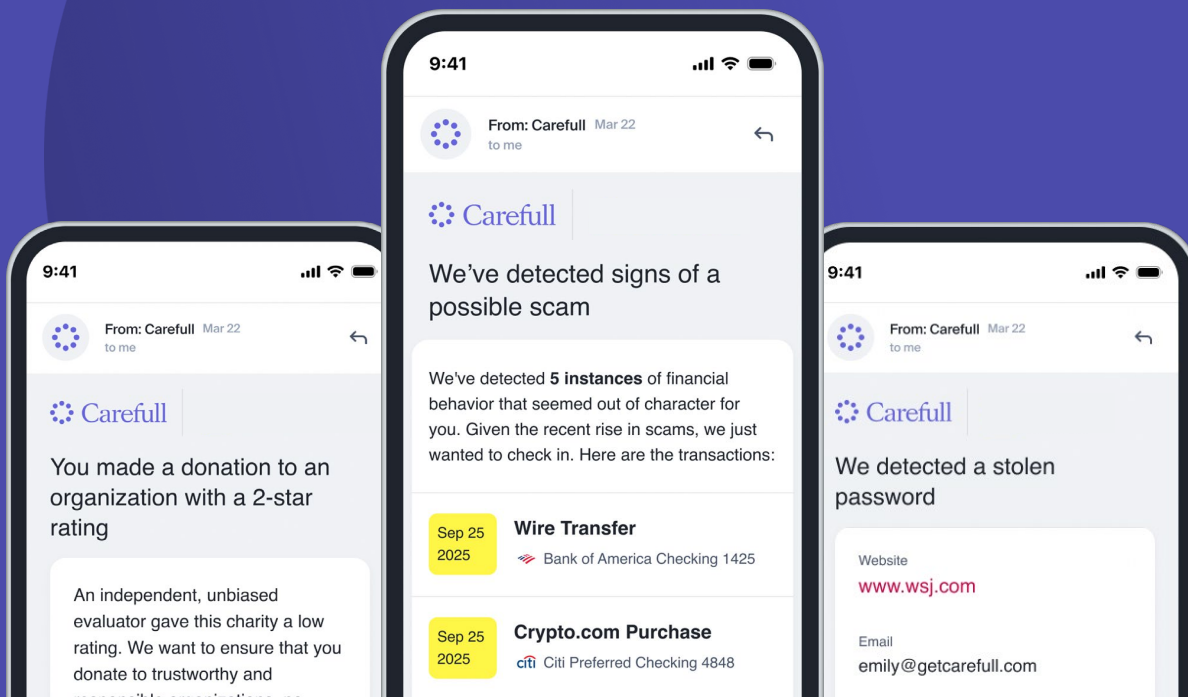
Unusual  
Behavior

Phishing  
Scams

Romance  
Exploitation

Elder  
Abuse

Credit + Identity  
+ Home



Johns Hopkins research concluded that early cognitive decline can be **first detected via wallet behavior.**



Caring Together



JOHNS HOPKINS  
UNIVERSITY

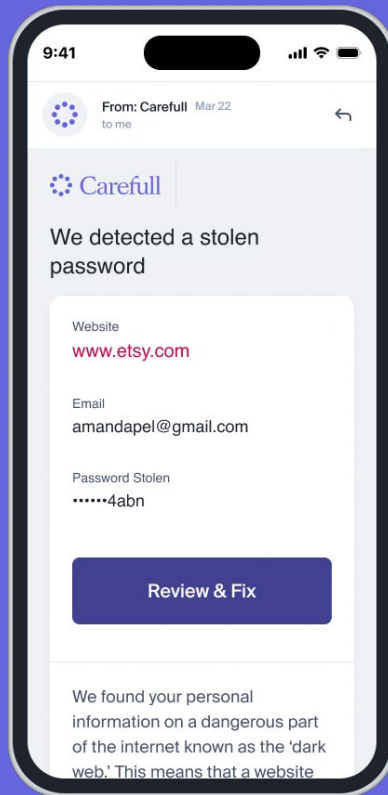
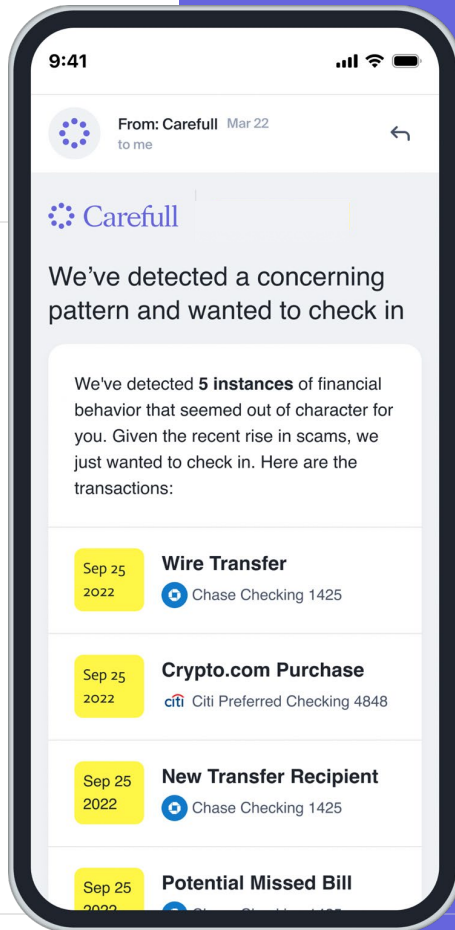


# Carefull Vulnerability Score

Carefull assigns each user a Vulnerability Score, using over 75 data points to identify an older adult's vulnerability to a variety of different aging risks, including:

- Diminished Physical Mobility
- Cognitive Impairment
- Fraud Vulnerability
- Identity Theft Vulnerability
- Financial Literacy
- Lifestyle Risk
- Financial Durability
- Emergency Fund Adequacy
- Retirement Income Stability

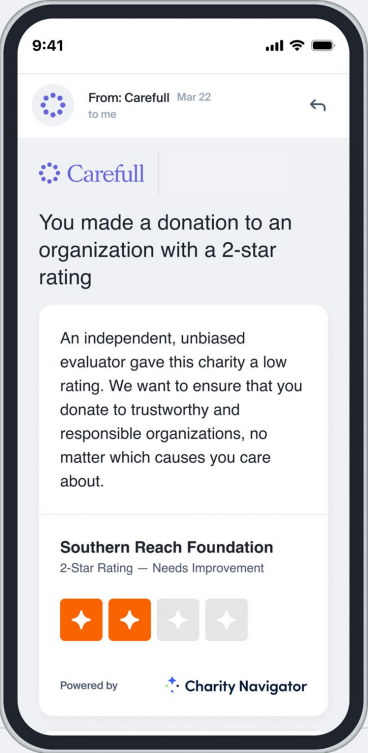
This score is used across Carefull to inform alert sensitivity, fraud reporting, and preventative guidance.



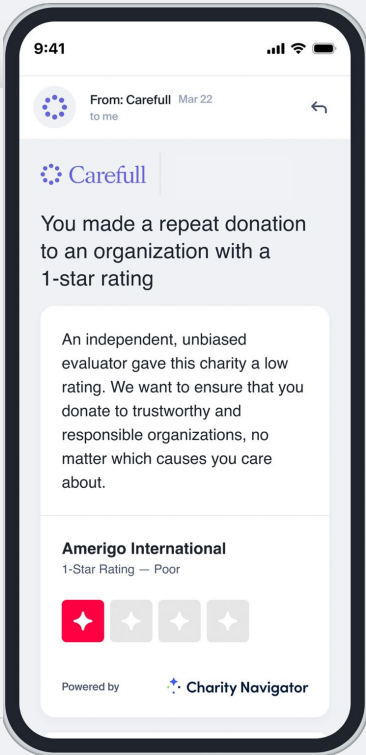


# Charitable Giving

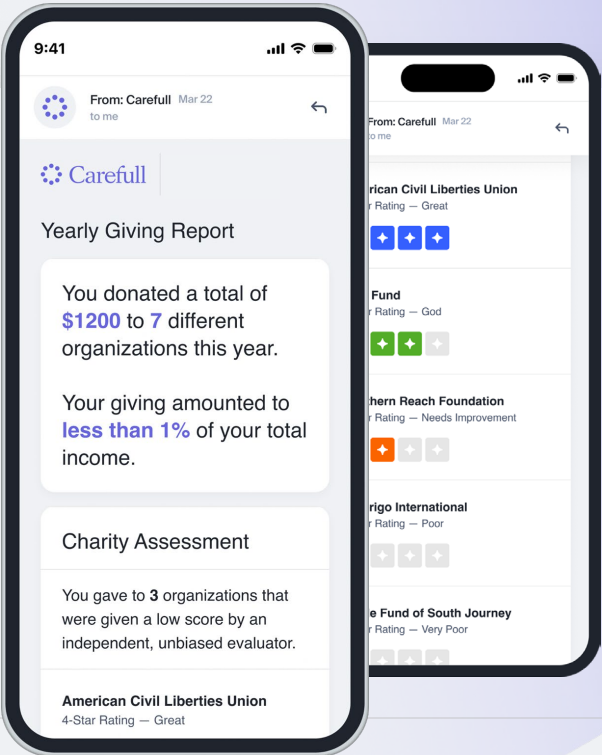
## Low-rated charity donation



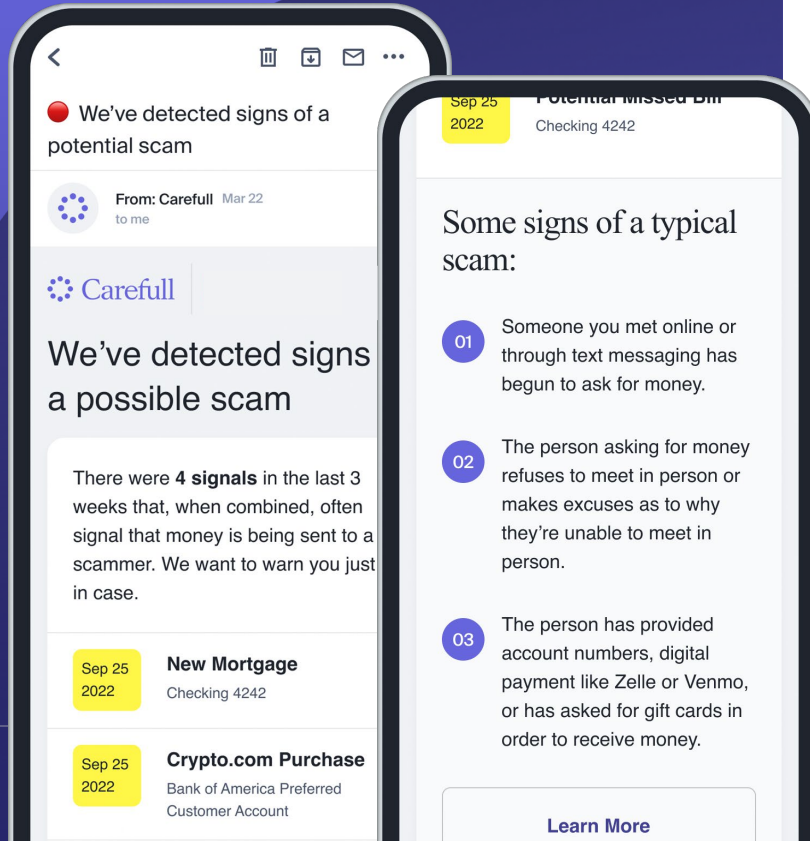
## Repeat Donation



## Annual Giving Report



# Romance Scams



Carefull looks across **online, financial, and credit activity** to identify a set of potential signals for romance scams.

- Strange series of loans, transfers, and withdrawals
- Dating app subscriptions
- Trusted Contacts who are *not* a spouse
- New mortgages or loans from credit activity
- Wire, crypto, or Zelle transfers to unusual destinations

# Credit Unions provide Carefull as a benefit



Includes **multiple** types of  
protections to help families  
stop small problems before  
they become big ones.



# Carefull offers a high-engagement channel to reach your members + their loved ones

Carefull users consistently open **70%+** of Carefull emails.

- Cross-sell and engage existing members
- Introduce your credit union to family members



You've had several concerning alerts in the past 2 months

We're bringing these alerts to your attention so you can avoid potential late fees or credit hits in the future. We recommend you review these alerts and our suggested steps below. You can also reach out to us for helpful tips or more information.

Sent in the past month:

Jul 9  
2022 **Unusual Credit Activity**

Sep 25  
2022 **Potential Missed Bill**  
Bank of America Preferred Customer Account

Sep 2  
2022 **Potential Missed Bill**  
Bank of America Preferred Customer Account

## What you can do

- 01 Set your bills to autopay**  
To avoid any future missed bills
- 02 Start sharing alerts with a Trusted Contact**  
Another set of eyes is the best way to prevent fraud. [Set up sharing](#)
- 03 Activate your remaining Carefull protections**  
Carefull offers a growing set of defenses for your money. [Set up now](#)

[Get Help](#)

Was this alert useful?



## Your Weekly Carefull Digest

Nov 12 - Nov 18



No new financial alerts

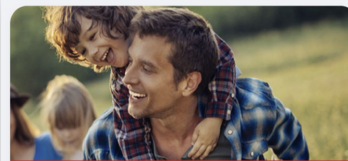


No new breaches



No new credit events

[Go to dashboard](#)



### Synovus Plus Checking

Open a Plus Checking Account online and get practical benefits and everyday value.



# New Family Relationships = New Accounts

**Carefull** drives organic growth by offering unique financial protections for older adults as a differentiated benefit.



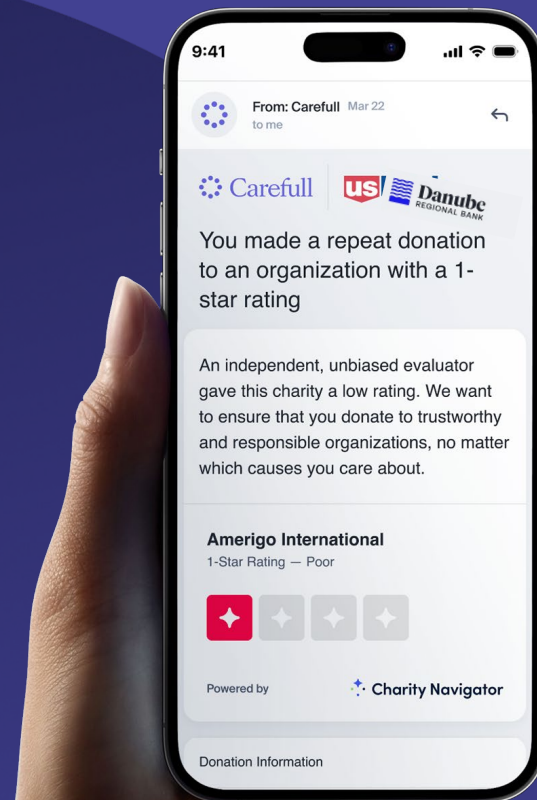
Grow new account opening and deposits



Strengthen and expand primary relationships



Provide unique financial protections for older adults



Cognitive  
Decline

Romance  
Exploitation

Elder  
Abuse

Unusual  
Behavior

Phishing  
Scams

Credit + Identity +  
Home



# NCUA EFE Guidance for Credit Unions

1. Governance and oversight ✓
2. Employee training ✓
3. Transaction holds
4. Using Trusted Contacts ✓
5. Filing SARs involving suspected elder exploitation
6. Reporting to law enforcement, APS, and other entities as appropriate
7. Providing financial records to appropriate authorities ✓
8. Engaging with elder fraud prevention and response networks ✓
9. Consumer outreach and awareness

Source: <https://ncua.gov/newsroom/press-release/2024/agencies-issue-statement-elder-financial-exploitation/interagency-statement>



# Your CU Impact: Engagement & Connection

Members love Carefull

and rely on it

keeping engagement high over time

## NPS

On par with Ritz  
Carlton, Apple,  
Vanguard

## 5.2

Avg. accounts  
added

## 67%

Activate credit  
monitoring

## 92%

High-priority  
alert email  
open rate

## 71%

Emails opened,  
3x industry avg.

They would miss it

and they stay with your CU

because of success stories like...

## 86%

Disappointed if they could  
not longer use Carefull

## 0.5% vs. 8.5%

Annual attrition rate of a community FI's  
Carefull users vs their non-Carefull users.

Carefull caught a \$40K check-washing attempt  
for a Boston-area community FI partner





Thank You!

