Defining Loyalty Fraud

Why define “Loyalty Fraud?”

$3B USD  89% Increase in loyalty fraud 2019

$1B USD  $48B USD
Defining Loyalty Fraud

LSA’s Definition: Where deception is used intentionally to deceive and/or secure unfair gains from Loyalty Programs. And/or where deception is involved with the intention of resulting in unfair/unearned financial, personal or third party gain.
Defining Loyalty Fraud

So, what is Loyalty Fraud – Attack Vectors?*

• Internal Fraud
• External Fraud
• Gaming Fraud

*Source: White Paper from Comarch – Loyalty Fraud. 5 Key Trends
Defining Loyalty Fraud

So, what is Loyalty Fraud – Attack Vectors?*

• Fraudsters
• Insiders
• Consumers

*Source: White Paper from Forter – Loyalty Fraud: Attacks From All Sides

#LoyaltyFraud Loyalty Security Association
Spring Conference 2020
Defining Loyalty Fraud

So, what do the experts say?

Moderator:
Chris Staab, Loyalty Security Association

Panelists:
- Daniel Shkedi, Sr. Product Marketing Manager, Forter
- Christopher Williams, Sr. Analyst Data Insights, Wyndham
- Joanna Kolatsis, Director, Themis Advisory

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