

# YourID for eCommerce

**Consumers are increasingly shopping online**, and that's great news for vendors – and also fraudsters. The need to reliably identify customers is a critical one, yet the security mechanisms employed vary considerably between different online stores.

YourID offers a solution. As the world's first trusted identity platform based on shared governance and the flexible use of whichever technologies are best suited to a given scenario, YourID offers essential benefits to organizations across a wide range of sectors:

1. **Significant reduction of costs**
2. **Defending against identity theft and fraud**
3. **Delivering the best user experience**
4. **No user adoption problems due to joint effort**
5. **Ensuring regulatory compliance**

In the eCommerce sector specifically, here's what those benefits look like in detail:

- With YourID you save 90% of authentication implementation costs, by sharing these costs with all other partner platforms. Authentication security is guaranteed by a single entity – YourID – which means no money wasted on multiple authentication providers or building your own costly solution. In addition, you minimize administrative costs for you and your clients by eliminating password resets and token replacements.
- Customers gain easy access to online accounts through biometric authentication and YourID assures that customers are who they say they are at each and every visit.
- Improved onboarding thanks to YourID's streamlined 'one-click' account creation process.

- Phishing attacks can no longer target clients, because there are no passwords to steal.
- Fake sites designed to capture customers' Personally Identifiable Information (PII) will be flagged, as YourID verifies not only site visitors, but the websites themselves.
- Cart abandonment drops as customers no longer need to remember complex passwords to access their account.
- Because customers are easily and reliably identified, personalized offers and marketing can be delivered to shoppers.
- GDPR compliance is assured as customers gain control over the sharing and revoking of their data.
- Compliance with Know Your Customer regulations as well as the PSD2 standard's requirement of second factor authentication.
- Support for Card Not Present payments and 3-D Secure.
- YourID will support your store with dedicated promotion during the launch phase.
- YourID will offer dedicated promotion of your eCommerce solution during the platform's launch phase.

To learn more about how YourID can benefit your organization, and how you can become a YourID partner, contact us today.

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