

# Building Trust in a Digital World

## iProov: Secure and Effortless Biometric Authentication

To gain access to services online, users need to assert their identity. Without a face-to-face interaction institutions have a significant challenge in authenticating remote users. As consumers and citizens increasingly use digital channels this challenge will magnify.

Since it is almost impossible for an individual to maintain multiple separate digital identities, the result is an unmanageable situation for consumers. In the past, sites had access to more personal identifiable data of an individual than was needed, resulting in an increased risk of data misuse.

Various governments and institutions are developing ways to provide trusted platforms which will safely and securely manage an individuals' digital identity. These will perform in a similar way to banks, who currently securely store and manage an individual's' wealth and financial information.

### Consumer centric control

Individuals need to be empowered to safely and securely assert their identity online with consent, only releasing the relevant pieces of information.

### Digital activity is increasing:

- ✓ 500bn devices are expected to be connected to the Internet by 2030<sup>1</sup>
- ✓ In 2018, 26.43m customers of Bank of America used mobile banking services<sup>2</sup>
- ✓ In 2019, for the first time, more than half of UK adults aged 65 years and over shopped online, at 54%<sup>3</sup>
- ✓ In 2019 the apparel and footwear online channel is due to reach \$321.8bn<sup>4</sup>

### iProov trusted by:



Governments



Financial Institutions



Healthcare Providers



Transport & Travel  
Organisations

## iProov Genuine Presence Assurance

iProov authenticates a users' digital identity onto a trusted digital identity platform (with exceptional security credentials) via an effortless face or palm biometric. Anytime the individual needs to provide their personal details online they would authorise the release of the relevant piece of information via the digital identity platform.



**Order online goods – proof of residence and confirming genuine presence**



**Confirm a medical specialism – proof of certification**



**Access existing bank account – verify genuine presence**



**The individual owns their identity and controls the release of their personal information**

The iProov cloud-based authentication process is not linked to any specific device, therefore users don't need to re-enrol if their device is changed. In addition, the process is designed to be interoperable. Documents such as a Government ID can be scanned on to a mobile device, while the users' face or palm could be verified on a laptop or even at a kiosk as verification to complete a process or an application, such as for a mortgage.

1 Cisco, 2 Statista, 3 Ons, 4 Forbes

For more information on how to assure the genuine presence of the **right person, real person, authenticating right now** contact us now at: [enquiries@iproov.com](mailto:enquiries@iproov.com)

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