



## BENEFITS

- Online, real-time Face-to-Face Supervised Remote In-Person Identity Proofing interaction with applicant
- Strong evidence of applicant's identity by live attestation, e-signature document and audio/video record
- Live Trained and Certified Notary Public/Trust Agents
- User friendly and time-saving
- No Travel / Global Access
- Non-Public Database Identity Attribute Verification
- NIST 800-63.3a Compliant

## TECHNICAL REQUIREMENTS

- Internet Connection
- Smartphone, Tablet, PC, Apple iOS, Android OS's with web-enabled video camera. All major browsers supported.
- Vendor API Integration (Optional)

## CERTIFICATIONS

- SAFE BioPharma/FICAM TFS 2.0 Certified
- Surescript Certified

## CONTACT US

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## SUPERVISED REMOTE IN-PERSON IDENTITY PROOFING - AN ALTERNATIVE OR ADDITION TO KNOWLEDGE BASED VERIFICATION

As business organizations transform more activity online they encounter identity theft and fraudulent online activity, which is one of the fastest-growing, costly and most dangerous crimes. Unfortunately, it is fairly easy for a criminal to obtain personal information for fraudulent use. All sectors are at risk and are highly sought after targets by cyber thieves.

Until now, Knowledge Based Verification (KBV) solutions have been the primary method for many organizations to verify an Applicant's identity. New NIST guidelines caution against KBV usage citing, "**Knowledge based verification (KBV) SHALL NOT be used for in-person (physical or supervised remote) identity verification.**" The concept of faceless, user self-asserted information compared against historical public and financial records has demonstrated it has inherent challenges. At best, KBV verifies knowledge about a person, it does not verify the identity of a person.

## PERSONA TRUST™ - SUPERVISED REMOTE IN-PERSON IDENTITY PROOFING

Persona Trust™, the Identity Management service division of AYIN International, provides Supervised Remote In-Person Identity Proofing solution which is equivalent to physical in-person proofing for Private, Healthcare, Financial, and Government sectors.

Our approach as an Identity Manager is designed to providing very strong assurance, high confidence and solid evidence based accountability in the validating individual identity. With Identity Proofing being the gateway/first line of defense, organizations gain greater protection and mitigate risk from fraudulent and unauthorized transactions, program registration/enrollment and access to sensitive information, thus establishing a solid foundation for trusted relationships and exchange of information.

We've strategically deployed our patented methods and systems to support Registration Authorities (RA), Credential Service Providers (CSP), and remote claimant subscribers challenged with identity proofing and digital identity trust credential acquisition and support regulatory compliance.

## HOW IT WORKS

Our patented face to face real-time interactive identity proofing solution leverages E-Signature and HD Video Conference/Call technology coupled with the expertise of professional, impartial/unbiased trained and certified Notary Publics/Trusted Agent to witness the event. Using our solution is simple...with only 3 easy steps;

- Applicant books online appointment convenient for their schedule
- Applicant meets with Notary Public/Trusted Agent in secure HD Video Conference/Call
- Applicant present their identification documents
- Notary Public/Trusted Agent completes Identity Application
- Identity attributes are verified and completed Identity Proofing Application locked PDF is sent to RA within minutes of online Video Call.

