

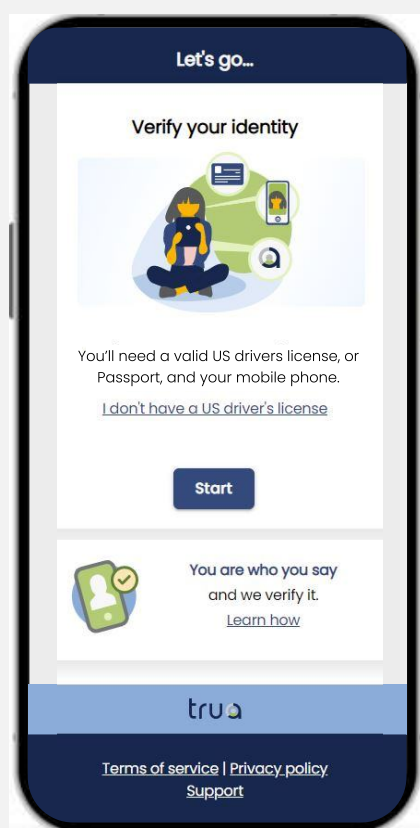


TruID™ – Reusable Verified Digital Identity

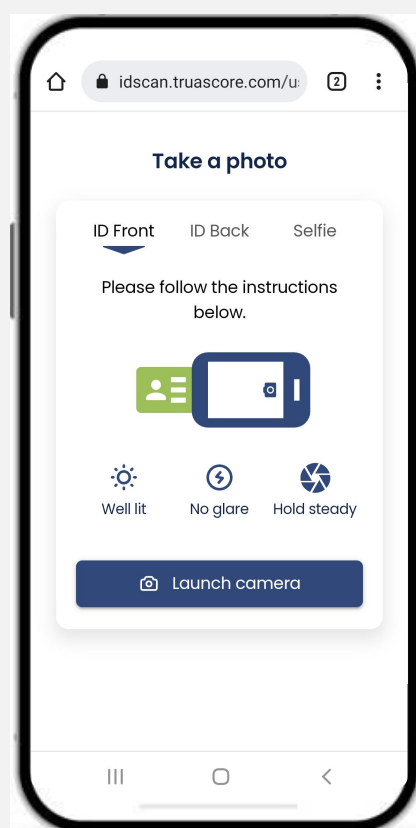


TruID combines Biometric and Biographic information to provide accurate multi-channel and multi-modal identity verification and security

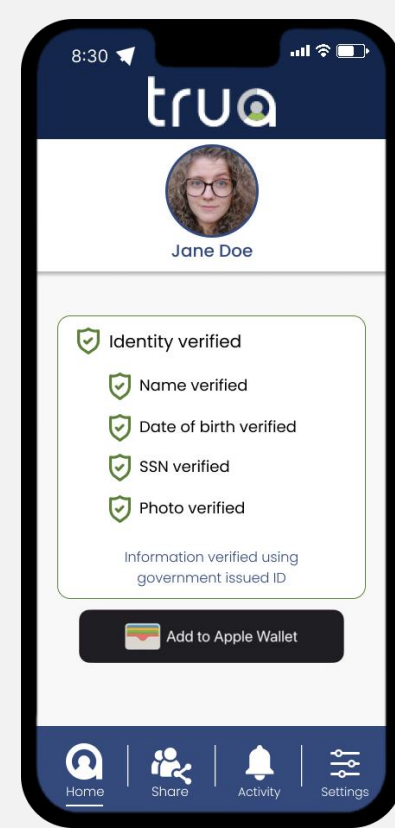
TruID helps relying parties and businesses easily verify an identity without requiring the individual to share their personally identifiable information (PII) such as SSN or DoB thus minimizing data breaches and avoiding legal and regulatory issues.



Identity verification



Govt issued ID & Selfie



Get TruID

Businesses can save millions of dollars they are spending on identity verification systems, cyber insurance, and data privacy and protection systems by using TruID. Businesses can offer TruID under their brand or sponsor their customers to obtain TruID directly – it takes less than 10 minutes. Once an individual gets their TruID, they can reuse it in perpetuity for any digital or in person transactions that require identity verification.

Why Use TruaID?

Individuals have to repeatedly provide many of their PII to numerous online and offline accounts across a spectrum of services and providers. The lack of a simple, safe, and reliable way to determine the Identity and Trust of an individual is creating user friction, and leaving businesses vulnerable to fraud & data breaches. Current solutions for identity verification & screening are broken, fragmented, and are forcing businesses to spend millions of dollars to address data breaches, cyber insurance, and rising consumer demand for preserving their privacy and personal data.



Privacy – To provide high assurance of trusted digital transactions while preserving the privacy and PII of individuals



Primacy – Enables individuals to first verify their personal data, before transacting with third parties, thus minimizing wrong attribution, synthetic ID, and related downstream issues



Agency – Individuals knowingly share with consent and can selectively disclose their Trust attributes based on needed assurance levels for different applications and their requirements



PII free – Allow Identity and Trust to be verified by relying parties without unnecessary exchange of any PII including SSN, DoB, or address, thereby avoiding collecting, storing, or disseminating such information for every transaction

How is TruaID reliable and secure

Privacy and preservation of individual's personally identifiable data is native to Trua's platform.

Encrypted profile graphs allow for a non-repudiable chain of custody that proves the validity of an individual's data at any point in time by recording all transactions related to an individual's data into a blockchain ledger. TruaID is delivered through Trua's mobile app, Apple Wallet, or another institution's digital wallet.