

A Digital Identity Everyone Can Trust

The Digital Identity Challenge

Today, organizations create and manage untrusted and unverified digital identities for every user they serve, adding friction to the user experience, increasing IT costs, and facilitating fraud. When a user, employee, or citizen presents their credentials, there is no universal way to quickly, easily, and inexpensively verify trusted and accountable digital identity information. Businesses that are the target of fraud, data breaches, and identity theft such as banks, healthcare providers, and retailers are forced to verify and store personally identifiable information (PII) for every user, which is costly, introduces privacy compliance challenges, and increases the risk of data breaches.

A Unique and Verifiable Digital Address



Accountable Digital Identity Solution

Accountable Digital Identity (ADI) creates a trusted and portable digital identity bound to a verified person that enables accountable access to multiple digital services from governments, financial institutions, healthcare providers, and businesses that participate. With their unique digital address and a smartphone, users no longer have to remember passwords, pins, or give up their private information to login to services. Instead, the digital address stored in their digital wallet acts as the primary form of digital identification, much like a passport for digital services. With ADI, users save time creating fewer identities, businesses save money managing credentials, and everyone's private data is better protected from fraud.

Make Digital Life Easier

ADI eliminates the time-consuming process of creating accounts, picking passwords, and verifying your identity for every service provider.

Protect User Privacy

ADI gives users control of what information is stored as part of their identity, who can access their data, and eliminates the need to provide every service provider with sensitive information.

Prevent Fraud

ADI helps prevent fraud by verifying identity using credentials securely stored in digital wallets, reducing the risk of identity theft and fraud common with today's password-based identities.

ADI At-a-Glance

Accountable Digital Identity (ADI) creates a trusted and portable digital identity that enables accountable access to multiple services through digital wallets, saving users time, simplifying identity management, and preventing fraud.

Existing Members

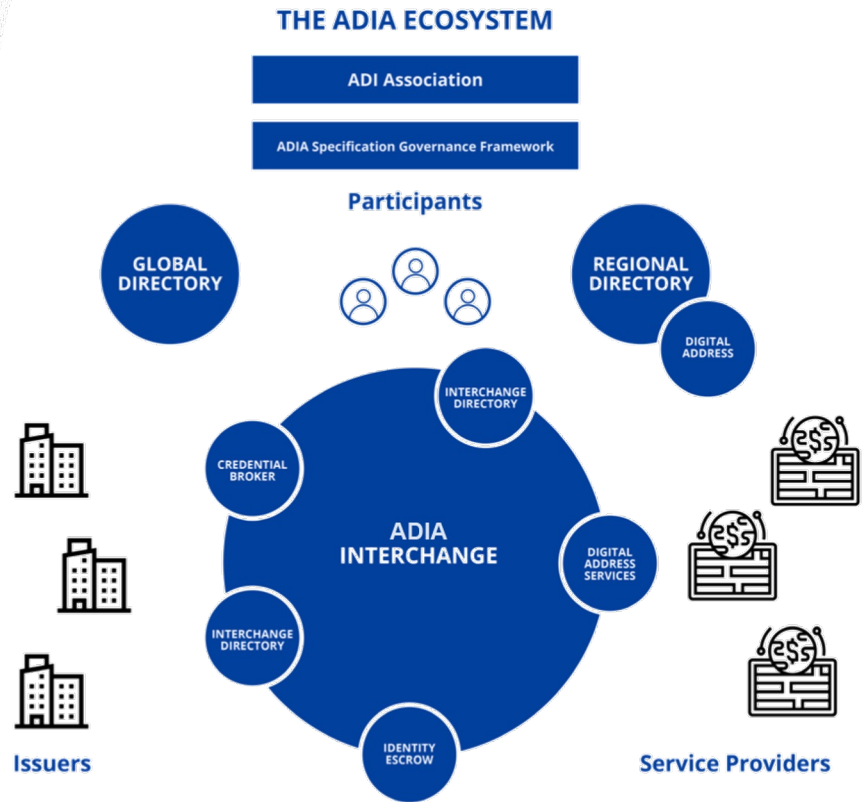


30+ more founding members and growing...

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How Does It Work?

The Accountable Digital Identity Association (ADIA) has created a standard identity interchange and governance system that enables trusted issuers including governments, banks, and insurance providers to provide users with portable digital identities that can be used to access their digital services. Service providers such as retailers, banks, and healthcare providers can then authenticate their users through APIs (OpenID) and secure credentials stored in digital wallets and protected by FIDO security. The ADIA interchange builds on existing identity validation standards, enabling enterprises and organizations to adopt the standard without changing their application flow or identity infrastructure. ADIA provides a viable trust framework that could be easily integrated with existing company infrastructure.



Who Should Become a Sponsor?

The Accountable Digital Identity Association (ADIA) has a diverse set of sponsors organizations around the world including governments agencies, banks, healthcare providers, service providers, and security ecosystem vendors that want to make it easier and more secure for their users, employees, and customers to use digital identities.

	Issuers	Service Providers	Enterprises	Security Ecosystem
Example Sponsors	Government agencies, universities, insurance providers, banks	Online retailers, hospitals, and digital businesses	Enterprise businesses	Identity management, biometrics, authentication
Sponsor Profile	Any organization that issues new identities to users, employees, or citizens.	Providers of any digital service requiring identity verification and authentication	Any business that uses identity information for its employees or customers	Technology providers that enable the ADI ecosystem.
Benefits	<ul style="list-style-type: none"> Simplify identity creation Shape an emerging identity standard Governance framework for interoperability with service providers 	<ul style="list-style-type: none"> Reduce friction for users Lower costs of managing credentials Avoid storing PII 	<ul style="list-style-type: none"> Lower cost of employee password management Lower fraud, data breach risk Leadership in your industry Attract and retain talent 	<ul style="list-style-type: none"> Access to new customers and markets Thought leadership and visibility Shape an emerging standard

To become a sponsor, email contact@adiassociation.org