eID-Me | Mobile Digital Identity

Give your customers the power to prove their identity remotely and in person using their smartphone.

Great for government, financial institutions, health care, education, e-commerce, and the sharing economy.

eID-Me Overview

Fast and compliant identity proofing remotely or in person

Increase your customer acquisition by simplifying the Know Your Customer (KYC) process for your customers and your business. Effortlessly verify your customer's name, age, address, phone number, and other identity information remotely or in person.

Secure and private digital identity on the smartphone

Provide customers a certificate-based digital identity with verified personal information, secured with strong encryption and the hardware-backed security on your customer's smartphone. No personal information is centralized or stored online in a cloud database, eliminating massive identity theft attacks. The customer always has control of their digital identity.

Convenient and secure access with verified identity information

- Let customers securely access your online and in-person services using their verified identity information on their smartphone. Enable purchases of restricted goods with verified age. Enable registrations for financial products with verified name, address, and phone number. No passwords required. Based on industry standards. Easy to use and easy to install.

Trends

Identity overload

- On average, we have two identity cards, one debit card, 2.2 credit cards,[1] 9.8 loyalty programs,[2] and at least 90 online accounts.[3] The average number of passwords forgotten per person per year is projected to reach 22 by 2020 and 46 by 2025.[4] This identity overload is a huge burden that often results in lost identity information and reuse of weak passwords across multiple accounts, which increases the user's risk of identity theft.

Increasing identity theft and fear of fraud

- The identity theft rate in Canada has grown by 61% between 2012 and 2016.[5] In 2016, 75% of Canadians agreed that they were more concerned with fraud than in 2011.[6]

Data breach growth

- The number of data breaches has increased by 132% between 2012 and 2016.[7] These breaches have compromised billions of login credentials that many people reuse for multiple accounts.

Increasing smartphone usage

- Smartphone penetration as a share of the population in Canada is forecast to reach 69% in 2018 and 77% in 2022.[8] In January 2019, 33% of online traffic was generated through mobile phones (up from 17% in 2015).[9]

References

- Visit bluink.ca/eid-me/datasheet/references.

eID-Me Benefits

Know your customer

- eID-Me allows your customers to easily prove their identity by scanning identity documents using their smartphone. This lets you verify age for restricted goods, comply with government regulations for financial registrations (FINTRAC AML-KYC), verify your customer's identity for car sharing and home rentals, and more. Know your customer. Trust your customer. Have peace of mind.

Increase customer acquisition

- eID-Me's convenient mobile identity verification can be done in minutes from anywhere. This increases the ease and accessibility of purchasing your services.

Reduce fraud and identity theft

- eID-Me helps reduce fraud and identity theft through strong identity proofing, identity verification, and protection of personal information. With no centralized storage of identity information and the elimination of passwords, eID-Me helps prevent large-scale identity theft.

Maximize privacy

- eID-Me maximizes user privacy by never releasing personal information without the user's consent.

Improve security and convenience

- eID-Me provides strong, password-free authentication to web services. Identity information is secured on user smartphones with strong cryptography, leveraging the phone's hardware security features.

eID-Me Features

Compliant identity proofing

- eID-Me complies with FINTRAC AML-KYC regulations and all four Identity Assurance Levels of the Treasury Board of Canada. Your customers take a selfie, do a liveness check, scan their identity documents (driver's licence, health card, and passport), and provide their phone number. eID-Me does a facial comparison and verifies the information with third-party databases (EnStream, Equifax, and TransUnion).

Identity information on user smartphones

- eID-Me securely stores verified identity information on user smartphones, including identity information, credit card information, email addresses, passwords, and more.

Keeps personal information private

- eID-Me gives users complete control over their personal information. In every identity transaction, the user sees who is requesting their information, the user sees what information is being requested, and the user decides what information to reveal. No record of transaction is kept by the eID-Me service, and there's no hosting of any information. It's all on the user's smartphone.

Strong security

- eID-Me uses strong cryptography to encrypt and securely store identity information on the smartphone, leveraging hardware security mechanisms available on the phone for maximum protection. Instead of passwords, eID-Me uses public key cryptography for online transactions, which resists phishing, replay, man-in-the-middle, and man-in-the-browser attacks.

Easy to use and easy to adopt

- eID-Me enables password-free logins and lets users easily authorize information transactions by tapping on their smartphone or using their smartphone's biometric scanner for both online and in-person services.eID-Me uses standard identity federation protocols (OpenID Connect and SAML) for easy adoption.

Saves time and money

- Remote registration reduces traffic at in-person registration centres. Automated information transactions reduce human error and time spent manually inputting, verifying, and updating identity information at service centres, medical clinics, and more. Increased efficiency saves time and money for your business and your customers.