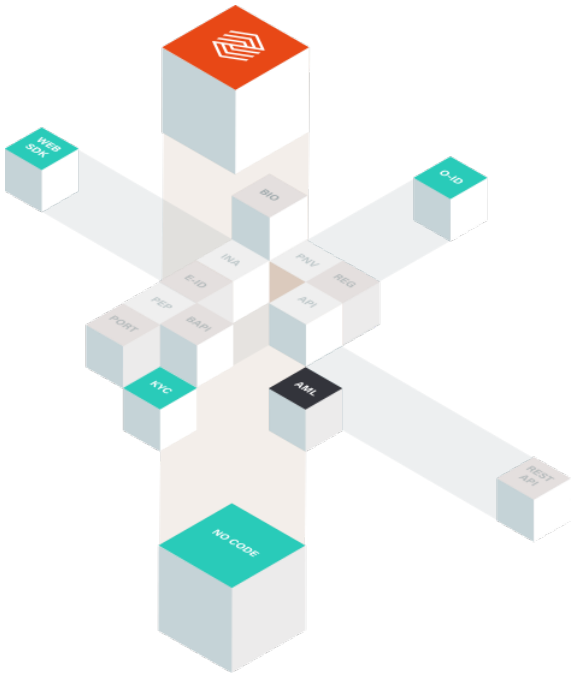


How does Online Identity Verification work?

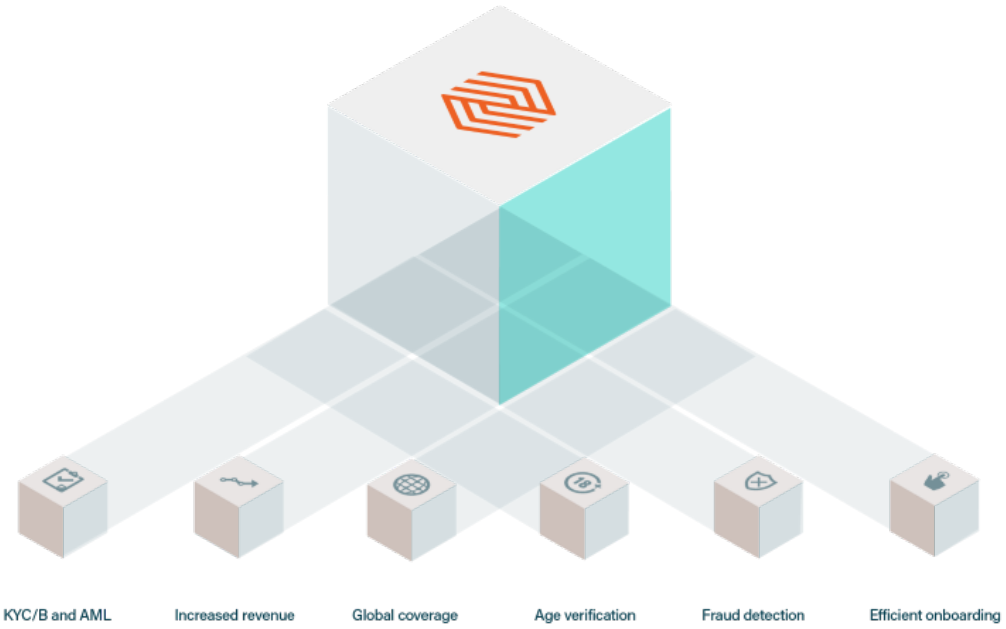
Online identity verification connects your customers' digital identity to their real-life identity to ensure that customers are who they say they are.

The ongoing global digital transformation is progressively gaining momentum with increased demand for online services and digital procedures to acquire products. To remain competitive in this new digital landscape, utilizing an online identity verification process that enables swift and easy customer onboarding with a high level of identity assurance is essential. For companies in the financial services industry identity verification serve as a core component to comply with Know Your Customer (KYC) regulations and Anti-Money Laundering (AML) rules.

What does this mean for the customers and how are they verified? Companies might use Online Identity Verification as a standalone identification solution but often use an array of related solutions in combination. For example, to register a new customer a company could implement the following automated process.

Solutions: Register Check, Online Identity Verification with Liveness Check, and PEP & Sanction.

1. **Fill in the form:** Customer fills in web form and the captured data goes through various Register Checks making sure the information is correct.
2. **Proof of identity:** Customer takes a photo of ID document along with a real-time Liveness Check to make sure it's a real person using a smartphone. ID document validity and forgery checks with reads in OCR are performed. ID document data is compared with the input data of the web form. Identity Verification consists of biometric checks of the ID photo and the liveness.
3. **AML Check:** Pep & Sanction check to see if a person has been sanctioned or is a politically exposed person.



So why is ZignSec an aggregator?

International business expansions are resource-intensive and time-consuming: Pinpointing every solution provider that covers the target countries and evaluating the components necessary to complete processes for KYC and KYB compliance is no picnic. Separate contracts of various duration and terms need to be negotiated and concluded with each solution provider. On top of that, getting the solutions in place requires integration with each solution provider separately at different touchpoints. The description of this slow-moving ponderous cumbersome procedure could go on and on.

A company connected to ZignSec has the best-of-breed KYC and KYB solutions worldwide in the same interface, all in one platform. In practice,

this means that cross-border business expansions won't amount to an endless search for solution providers or multiple integrations with several different API: s, or separate contracts of various durations. ZignSec provides companies with access to a worldwide array of KYC solutions, enabling perpetual cross-border compliance via a single connection. Recently we started to work together with a South African company. Do you want to hear more, keep on reading 👇.



The Festival Promoter in South Africa

The Festival Promoter is based in South Africa and is a promoter and organizer of music festivals

In South Africa, concert halls and such businesses get hefty fines for serving alcohol to a minor, therefore festival organizers must ensure that those who buy a personal ticket are +18 years old.

The Festival Promoter has previously urged their customers to send a photo of their ID document via email, hence registering ticket buyers have been time-consuming and resource-intensive and the process for identification with age verification has not proved to be particularly secure or accurate.

The Festival Promoter contacted ZignSec with a request to help them automate their age verification process for festival ticket online purchases.

ZignSec delivered an age verification process that ensures that the customer is +18 years old which includes the customer taking a photo of their ID document with the mobile phone in combination with a selfie in conjunction with the online purchase. Within a few seconds, the selfie image has been compared with the photo on the ID document, and with the automated tools of advanced AI technology, accurate and safe age verification has been performed.

In the aftermath of the covid-19 pandemic, the South African government has introduced a requirement to present a valid covid-19 vaccine certificate to enter concerts and festivals. The physical vaccine certificate consists of paper and thus there are countless fake ones in circulation. In connection with the online purchase of tickets and the previously described age verification process, the customer is asked to take a photo of their vaccine certificate, which is then scanned and examined at a pixel level to ensure its authenticity.

Thus, ZignSec has delivered a swift, secure and accurate age verification process along with advanced authenticity examination of the covid-19 vaccine certificate to The Festival Promoter in South Africa.

Support

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