

Personal Levels of Assurance

Before




Jim Retail site

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Jim is trying to purchase a new camera from an online retailer.

STEP 1

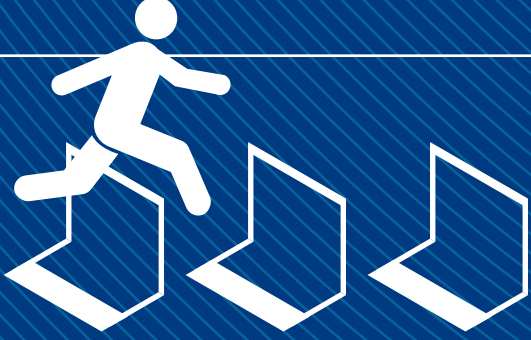


Information about Jim

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However, the retailer doesn't have enough information about Jim to allow the purchase to go through.

STEP 2




Hurdles Jim must jump through

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So, Jim is being asked to provide more personal information which means more questions, more boxes to fill, and more time wasted.

STEP 3




Jim without his new camera

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Therefore, Jim decides to not buy the camera.

PROCESS HALTED

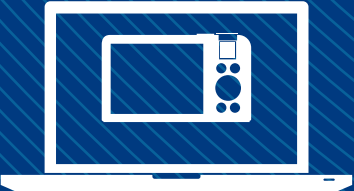
After



PLOA

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BUT, with a new framework called PLOA, or Personal Levels of Assurance, the retailer can verify Jim's identity easily and seamlessly.



Retail site

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Jim's personal information is stored by a PLOA provider, and retailers can verify details about Jim's identity directly with the PLOA provider without Jim having to share additional personal information.

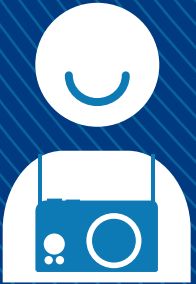


Jim Retail site

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This allows the camera retailer to verify that it's really Jim trying to make the purchase—with no more boxes to fill out for Jim.

STEP 1



Jim and his New camera

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Which means there are now fewer steps keeping Jim from taking lots of pictures.

STEP 2