



## THE **ID4me** MISSION



### HOW IT WORKS?

- ✔ Uses domain names and the DNS for identity provider discovery
- ✔ Based on OpenID Connect / OAuth 2.0
- ✔ Separation of roles between user password authentication (“identity authority”) and user data management (“identity agent”)
- ✔ Enables the portability of the ID4me digital identity due to discovery functionality
- ✔ Releases all of its specifications as open, royalty-free standard

**WHAT** Open, global, federated standard to manage online identities

**HOW** Provide an open and globally available Single Sign-On, adhering to security and data protection standards, which foster user choice and avoid identity lock-ins

**WHO** ID4me is a non-profit organisation. The members stand for an open internet who build and support a federation of identity providers which are committing to an open, transparent and binding policy framework around the ID4me standard

**ENGAGE** Join the ID4me working groups: Adoption, Governance or Technology at [id4me.org/engage](https://id4me.org/engage)

- ✔ Open
- ✔ Global
- ✔ Federated
- ✔ Domain-based

 Login with ID4me

### LEARN MORE ABOUT ID4ME

Meet us at one of the upcoming conferences: [id4me.org/events](https://id4me.org/events)  
Want to become a member? Please reach out to [info@id4me.org](mailto:info@id4me.org)

The ID4me documentation and sandbox are public: [id4me.org/documents](https://id4me.org/documents)

One ID for everything  
[ID4me.org](https://ID4me.org)

## WHY CREATE AN **ID4me** LOGIN

- ✔ **Convenient:** one ID for everything instead of remembering hundreds of usernames and passwords
- ✔ **Secure:** no password recycling, no lousy websites leaking accounts, just log in once at the provider of your choice
- ✔ **Privacy friendly:** you take control of who you give access to your data, you can revoke your consent - and only you can keep track of it. Nobody else!
- ✔ **Freedom of choice:** the identity remains portable and you can select and change your provider anytime
- ✔ **Effortless:** you can push data updates to whom you choose, e.g. in case you move or change your phone number

**In 2016, the average user has at least 90 online accounts.**

The way the trend is headed, the number of accounts we use is growing at a 14% rate, meaning it doubles every 5 years. In 2020, the average number of accounts per Internet user will be 207!

**Are you ready to remember 207 login and password combos?**

Sources: <https://blog.dashlane.com/infographic-online-overload-its-worse-than-you-thought/>

## WHY YOU SHOULD OFFER „**LOGIN WITH ID4me**“

- ✔ Maximize convenience for new and existing users to sign up to your products by:
  - ✔ Reducing barriers to entry
  - ✔ Decreasing the abandon rate/number of drop-outs
  - ✔ Increasing conversion
- ✔ Simplify and increase interaction with your service
- ✔ Improve quality of user data
- ✔ Differentiate from your competition with customer friendly data handling and providing a secure privacy friendly SSO
- ✔ Reduce support cost by eliminating password issues
- ✔ Globally available

### PASSWORD FATIGUE OR WHY TIMING IS RIGHT FOR A GLOBAL ID ?

**86%** of users leave a site before creating a new account  
**90%** leave a service if password has been forgotten  
**40%** forgot password at least once a month  
**86%** admitted they have lied in a sign-up form

Sources: <http://www1.janrain.com/rs/janrain/images/Infographic-How-to-Solve-the-Registration-Challenge.pdf>  
<https://conversionxl.com/blog/social-login/>

## WHY BECOME AN **ID4me** IDENTITY PROVIDER?

- ✔ Offer your customers/users a new useful service that drives business and makes their life easier
- ✔ New use case for domain names to drive further growth and keep domain names relevant.
- ✔ Increases stickiness of domain names and enhances renewal rate
- ✔ Allows easy entry into the new, expanding business field of online identities

 **Login with ID4me**

**ID4me is a global initiative  
built by the hosting industry**