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# P.I.P.A.A.<sup>TM</sup> Program

**Personal Identification Program with Advanced Authentication**

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# CONTEXT

Nowadays, theft of identity-based information is clearly one of the most valuable and often targeted commodities. Such information is often sold in bulk by hackers or 'middle-men' enabling rogue access and is leveraged by cybercrime attacks to extract costly payments while damaging severely a company and its brand.

## EVERYONE'S IDENTITY IS AT RISK!



Now more than ever, malicious hackers, competitors and rogue employees can gain access to your confidential data and databases. Data thieves copy, extract and/or encrypt your data directly from your secured data sources and then sell them or request a ransom payment.



In the current threat landscape, businesses, governments and organizations require an effective identity management solution that is resilient, flexible and able to guarantee the integrity and security of identities, both locally and internationally.

In addition, you are responsible and liable for all client identity data collected, stored and managed by your business.

Due to increasingly complex authentication and data privacy requirements, trustworthy identification not only helps your business protect identity information and data assets but can also directly impact and save lives.

**The innovative P.I.P.A.A. platform makes such an identity management solution possible. By assigning ownership of identity and data to your clients, you will drastically reduce your organization's risks, liabilities and exposures to any type of malicious attacks.**

## KEY FEATURES

The P.I.P.A.A. platform provides companies, governments and organizations with an innovative, adaptive identity management solution that conforms with established compliance requirements and International regulations.

As identity management evolved from a centralized model to a decentralized solution, our platform uses advanced technologies such as Blockchain identity certification, distributed identifiers and multi-factor biometrics to reduce the risk of individual and mass identity theft to nearly zero!

### THE VERIFICATION AUTHENTICATION CERTIFICATE

The VCNM Certificate (Verification authentication Certificate with Non-centralized Multi-points) supports a user-defined trust model, giving users full control over their own identity passport, validated by the P.I.P.A.A. platform. Users are now empowered to provide or revoke access to their identity data in compliance with regulatory frameworks such as GDPR, PCI-DSS, HIPAA and PII.

### COMPANY AND GOVERNMENT APPLICATIONS

The VCNM certificate enables secured and managed access to any cloud or API-based services while ensuring the confidentiality of shared information such as credit card number, passport, social security number, driver's license, hotel services, etc.

### END USER APPLICATIONS

The VCNM certificate also provides a strong validated identity with a high level of privacy for each end user. The certificate provides an audit trail and preserves all records of authorization and access. In the case of a lost or stolen mobile device, it is also possible to recover and retrieve the identity through the P.I.P.A.A. website, using specified biometric identifiers.

### BLOCKCHAIN IDENTITY CERTIFICATION

Blockchain identity certification technologies power the VCNM certificate and validate identity by using multi-factor biometrics, advanced encryption, distributed ledger and audit technologies all leveraging secure communication protocols.



## **P.I.P.A.A.<sup>TM</sup> SOLUTION** *FUTURE-PROOF DESIGN*

**To follow best practices and effectively counter cyber threats, it is essential for all stakeholders to embrace a verifiable and secured identity offered by our robust security platform P.I.P.A.A.**

Securing access to a wide range of common services such as commercial banking, real estate, healthcare, investment funds, insurance agencies, supply chain and procurement all depend on using a trusted identification that can be objectively verified.

**Businesses can simultaneously safeguard both user identity and essential data by leveraging P.I.P.A.A. and its advanced features to ensure both secure and resilient access.**

Individually, each end user has the ability to manage the sharing of their identity and private information with any third parties. This action can be done in real-time and in a granular and secure manner.

Through a VCNM certificate, each individual has full control of their identity information. Thus, they are able to confidentially share their unique, trusted identity at any time. Best of all, this can all be achieved by simply using a generated QR code shared directly between authentication systems or if required, through multi-factor biometric identification.

# 8 IMMEDIATE BENEFITS FROM IMPLEMENTING P.I.P.A.A.

## IMPROVE AND INCREASE



**Level of trust** - by providing auditable reports for identity and granular access



**Advanced data protection** to prevent massive data breaches



**Compliance capabilities with laws and regulations**, such as GDPR, PCI-DSS and PII



**Independently validated credible identities** with Multi-Factor Biometrics support



**Reliable Identity protection, data resilience and global access management**

## REDUCE



**Risks and exposures** associated with storing customer data



**Leverage cost effective P.I.P.A.A. platform** to reduce security expenses and simplify management needs



**Fraud reduction** related to identity theft and stolen corporate data

Reduce your organization's risks, liabilities and exposure to any type of malicious attacks now.  
[Contact us for more information.](#)

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