

LONDON, ENGLAND, 21st June 2018

Decentralized ID to Launch User-Controlled, Smart, Digital IDs that are Free to Issue, Use and Verify

The blockchain innovators are meeting new verification challenges head-on by introducing a game-changing approach towards ID ownership that is set to provide a more attractive alternative to the inadequate issuance and transfer models on offer from other providers.

Towards the end of this year, a new UK law will be coming into effect that forces any website with adult themes to verify visitors from the UK are of legal age before granting access, or they face being blocked.

The Digital Economy Act, which was originally introduced to limit underage access to porn content, will give the UK government the power to block websites without court orders. Websites that do not adhere to this law are at risk of being made unavailable to the general public.

This law was due to be enforced as of April 2018, but has been postponed due to impracticalities, particularly in light of the recent introduction of the General Data Protection Regulation (GDPR), which is placing extra legislative pressure on those companies that process and store sensitive data.

The technology is now available to service the Act – but, worryingly, not all technology is independently owned. The leading solution is overseen by a company that is invested in the pornography website industry. This company now has the opportunity to monopolise the secure age verification market and store browser data from users, allowing them to build up an accurate profile of users' behavioural habits. Like many other examples have shown, this is often done with stealth.

*“Our personal data is precious and we all too often agree to privacy policies and terms and conditions without reading the small print. Some of the behavioural habits that can be observed through non-anonymous ID reveal the most private parts of our identity. I built Decentralized ID as a solution to stop this obvious invasion of privacy” – **Sheikh Abdullah Naveed, CEO of Decentralized ID.***

These other corporation centric solutions are simply bringing an age-old system (and problem) online, instead of allowing individuals full control over, and full ownership of, their own credentials.

However, more innovative solutions like Decentralized ID mean that it's no longer necessary for identification details to be stored and accessed beyond the total control of the average consumer. Now, ID verification can be confirmed by a decentralized system, away from the prying eyes of businesses.

This is made possible by using Blockchain technology – an incorruptible system that enables data to be transferred but not copied, and therefore allows infallible protection and proven ownership of any given individual's ID.

Decentralized ID will be launching this new product at the Blockchain Summit, taking place at the Olympia London on 26th and 27th June 2018.

Decentralized ID's scheme is unlike any identity management service currently in circulation. It will be free to use, verify, and check IDs. Decentralized ID believes that proving your age without divulging

any further information about yourself is a basic human right. More information about the product will be released at the conference, where the BFCC and other government bodies have been invited.

In summary, the company's ground-breaking verification technology offers:

- Full ID ownership, as opposed to just 'access' to personal identification information
- The strongest form of Encryption available in the world
- Full audit and trail of data usage and transfer
- Immutably verified IDs
- Smart functions

In the wake of continual blatant exploitation of public data by large-scale companies – Decentralized ID's solution does in fact offer a refreshing alternative to online ID verification and is predicted to be adopted en masse by websites that value the privacy of their users.

DID's free age-checking facilities are being piloted all over the UK.

About Decentralized ID

Decentralized ID offers an organic, self-sovereign approach to blockchain-based ID management. The company has developed a scheme that empowers individuals by giving them full ownership of their own personal data. For the first time, it's possible for users to issue authority of their own ID document, rendering the authorities the approvers, not the sole controllers and distributors, of vital verification information.