

ID2020

Through our Certification Mark, we shape the technical landscape to ensure that the digital ID solutions which are developed and adopted are user-managed, privacy-protecting and interoperable.

In January 2019, the Alliance launched the ID2020 Certification Mark at the World Economic Forum in Davos. ID2020's Technical Advisory Committee (TAC), made up of leading experts on digital ID and its underlying technologies, established a set of functional, outcomes-based technical requirements for user-managed, privacy-protecting and portable digital ID.

The resulting Certification Mark gives direction to companies' product development roadmaps, steering the market towards ethical, inclusive technologies. Certification also allows companies meeting our technical requirements to market themselves as such and gives those implementing these technologies confidence in adopting certified solutions.

Heavily weighted in these requirements is a focus on modularisation, open standards, open APIs, and the portability of data between component systems, each of which is critical for interoperability, portability and avoidance of vendor lock-in. Alliance partners share a commitment to key principles for digital ID, but remain technology- and vendor-agnostic.

We have deliberately designed a simple [application form](#) and process in order to incentivize participation:

1. Technology providers submit solutions for consideration [online](#), self-asserting compliance with the ID2020 [Technical Requirements](#) and [Approval Profile](#).
2. ID2020's Secretariat conduct the initial review of the application and, if necessary, follow up for clarification. Then they send a recommendation to ID2020's [Technical Advisory Committee](#).
3. If after our initial review and follow-up the digital identity doesn't meet our requirements, we don't issue a Certification Mark.
4. If, on the other hand, we are satisfied with our initial review and follow-up, then we award our Certification Mark and work with providers to get the word out.

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info@id2020.org

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