Daon®

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BEAM: Identity Proofing & Verification / CLASSIFICATION: Luminary

2025 LUMINARY
PRIVACY & COMPLIANCE PRISM

Growth & Resources	Market Presence	Proof Points	Unique Positioning	Business Model & Strategy	Biometric & Doc Auth Capabilities	Privacy & Compliance Leadership	Total	Average
4.50	4.83	5.50	4.67	5.33	5.83	5.67	36.33	5.19

Securing 2 billion identities over six continents, Prism Luminary Daon is clocking more than 250 million daily authentications. Boasting over 285 global patents, which account for the processes and algorithms that power its platforms and applications, the Irish founded tech company has been securing identity since the dawn of the millennium. Those are impressive stats, but they also imply the collection and management of an immense amount of user data, which is a responsibility Daon takes seriously. With software-based biometric technology and an approach that uses public key cryptography, Daon's solutions improve user experience and engagement, reduce operational burdens and costs, and treat user privacy as paramount across sectors as varied as financial services, crypto, retail, telecom, healthcare, government, and travel and hospitality.

Say Goodbye to Silos

Identity silos—situations in which a variety of discrete implementations result in identity elements duplicated across databases—are a serious vulnerability when it comes to privacy and compliance. In addition to increasing the likelihood of this data being compromised in a breach, personal data scattered across multiple touch points becomes increasingly difficult to keep up to date in accordance with regulations. Daon has addressed these challenges with its concept of Identity Continuity, a type of user provenance based on a central identity that is woven through every transaction a customer has with a relying party: enrollment, subsequent authentications across all channels, and account recovery. By locking in one identity that's carried through an entire customer relationship, data is easier to manage and privacy remains protected.

Luxury-Class Facial Recognition For Privacy Protection

That continuous identity is facilitated by a full suite of biometric solutions, including luxury-class facial recognition. In September of 2025, Daon was ranked first in the National Institute of Standards and Technology's (NIST) Face Analysis Technology Evaluation (FATE) Quality test. Matched up against 56 other face biometrics technologies, Daon's algorithm—which filters out poor face images that typically cause errors to reduce false rejections and improve accuracy—came out on top in the 5% removal test. From a privacy and compliance standpoint, biometric accuracy plays a crucial role in both establishing digital identities on a foundational level and protecting biographical and contextual data with strong authentication supported by liveness detection.

Assurance, Consent, and Control On the Server

Daon's lauded facial recognition is featured in three of its core products: xAuth, a comprehensive multi-factor authentication portfolio; xProof, which matches biometrics against ID documents for identity verification and the establishment of foundational identity; and xFace, its highly secure face authentication technology. Deployed through an on-server method that prioritizes user consent, Daon's solutions store only the essential identity elements required for authentication. This gives relying parties control over their databases, allowing them to remain compliant with the increasing number of GDPR-inspired regulations emerging worldwide, while also truly respecting the privacy contract they have with their end-user community.

Contact Daon:

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