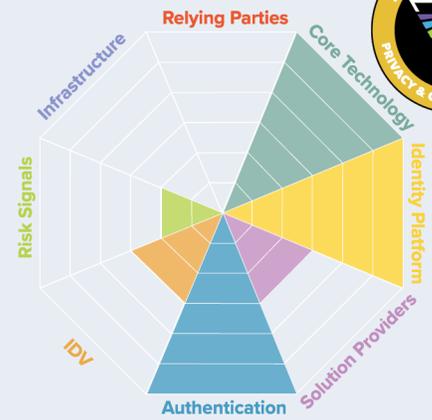




BEAM: Privacy Paragons CLASSIFICATION: Refractor



The position of Privacy Paragon in the Privacy and Compliance Prism is reserved for organizations that lead the industry through incisive thought leadership and bold innovation. No organization in the biometric-centric digital identity ecosystem personifies this achievement more than Anonybit. The company was established in 2018 by biometric industry stalwart Frances Zelazny, whose driving vision is based on 30 years of dedication to the foundational principle that the only reliable means of identifying humans in the digital world is via biometrics. Critical to bringing that vision into reality is eliminating the risk associated with centralized biometric data storage. From its targeted vision of privacy at the core, under Zelazny’s zealous and indefatigable leadership, Anonybit has rapidly evolved into the industry’s exemplar of a privacy-first biometric-centric digital identity platform.

Breaking New Ground By Breaking Up Identity Elements

Anonybit devised a genuinely novel approach to data storage: breaking up identity elements like biometrics into encrypted fragments (unsurprisingly called “Anonybits”) and distributing them across a network. This patented method secures foundational identity while providing seamless life cycle compliance and reverence to the privacy contract between vendors, relying parties, and end-users across the entire identity hierarchy. Anonybits are never reconstructed when referenced, and because they are biometric in nature, clients never have to fall back to weaker authentication methods like PINs and OTPs for high-risk operations such as account recovery, closing what Zelazny refers to as the “Circle of Trust.” The company’s hybrid centralized/decentralized solution not only breaks down the identity elements but has also broken new ground in the industry by unassailably modeling how privacy can be built into biometric digital identity technology solutions at their core and at scale.

Fulfilling Your Identity Wishes

While its namesake refers to its unique approach to data storage, Anonybit’s flagship product Genie solidifies foundational identity, securing the full user identity lifecycle from the onboarding process through every subsequent authentication and account recovery. Easy to deploy thanks to built-in integrations with enterprise platforms, Anonybit’s technology supports all biometric modalities and clocks impressive speeds, performing 1:1 matching in under 200 milliseconds and 10 million 1:N searches in a split second. Supported by the Prism Refractor’s decentralized biometric cloud and decentralized data vault, user data is immune to exposure through each of these transactions, making it seamlessly compliant with even the most stringent privacy regulations. After all, relying parties using Anonybit solutions aren’t processing comprehensible identity elements—they’re handling encrypted fragments.

Securing Banks and Enshrining Privacy

Based in Latin America, ADO Technologies is an identity solutions provider serving Tier 1 banks. As data breaches became increasingly common, and as countries in the region began adapting their privacy laws to harmonize with post-GDPR trends, the company saw a need to bolster their security. But ADO Technologies powers millions of transactions every day, so their solution needed to be frictionless, secure, and privacy-enhancing. The identity provider partnered with Anonybit, enabling a rapid and seamless integration on their terms—ADO could use its own biometric algorithms while deploying Anonybit’s decentralized biometric cloud architecture. This gave ADO the ability to perform deduplication and synthetic identity defense at scale using Anonybit’s powerful 1:N search and its customers benefitted from the privacy and security of the most innovative decentralized identity technology on the market. ADO saw a 99% reduction in fraud and improved regulatory compliance, all while enhancing customer experience and building trust. This application of privacy-enhancing security at every level of the identity hierarchy demonstrates Anonybit’s dedication to protecting user data now while it pioneers a safer digital tomorrow.