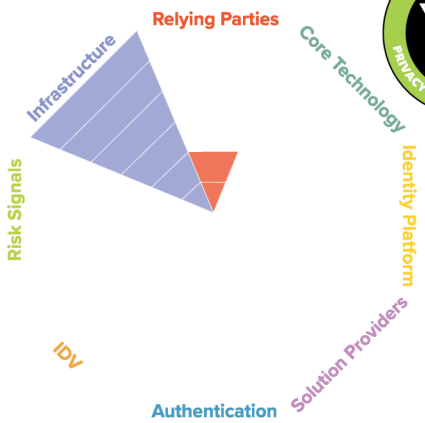
SECURE TECHNOLOGY ALLIANCE

securetechalliance.org

BEAM: **Infrastructure** / CLASSIFICATION: **Catalyst**

Growth & Resources	Market Presence	Impact & Influence	Unique Positioning	Business Model & Strategy	Biometric Commitment	Privacy & Compliance Leadership	Total	Average
3.00	2.67	2.00	3.17	2.67	4.00	4.00	21.50	3.07



As the steady march of digitization uncovers new threats to user privacy, the Security Technology Alliance (STA) provides thought-leading advocacy for payment and secure identity technologies that keep users safe. A pioneer in the smart card revolution, STA was founded in 1993, facilitating adoption of the technology across industry sectors. Now, as it expands and develops its mission to educate and empower technology providers and ecosystem adopters to prioritize security, STA has become a major advocate for mobile driver's license (mDL) technology—a game-changing tool in the fight to put individuals in control of their digital identities.

The Anti-Surveillance Killer App

In many respects, the mDL is the full embodiment of the identity hierarchy, which is especially true from a privacy perspective. Rooted in foundational identity and government systems of record, the mobile driver's license ecosystem as advocated for by STA, puts users in control of their identity elements. Consent-first and pseudonymous by design, mDLs allow users to manage what data they share, with whom, and the terms of its use. While this powerful and novel technology has unfortunately been subject to misconceptions, true to its mission, STA has reliably demystified the myths and educated stakeholders on the functionality of mDL technology while remaining steadfast in its anti-surveillance posture.

Cross-Industry Infrastructure

Identity is for everyone, and that's why it is crucial for vendors and organizations tasked with the management and protection of identity elements to achieve industry-level velocity and collaborate. STA stands out as an Infrastructure Catalyst thanks to its inter-industry membership, enabling the kind of connections and collaborations required to ensure the companies with solutions are working together with parties on the front lines of protecting user privacy. Central to this cross-industry approach is the evolution of the Alliance itself, expanding beyond its initial flagship US Payments Forum to welcome its younger cousin, the Identity and Access Forum (IAF), which hosts the Jumpstart Committee, bringing together the stakeholders responsible for making privacy-enhancing and compliance-enabling mDLs a reality.

Identity & Access Forum Steering Committee Members:

For a complete list of STA members, visit https://www.securetechalliance.org/alliance-members/

Contact STA: info@securetechalliance.org