VERIDIUM
TRUSTED DIGITAL IDENTITY

>>> Case Study:

AnnieCannons

ABOUT ANNIECANNONS

AnnieCannons is a non-profit organization committed to fighting abuse through technology, by training survivors of human trafficking and gender-based violence in technical skills to build web and mobile applications. AnnieCannons builds both commercial software products for businesses and nonprofits as well as in-house impact technologies we design to serve communities vulnerable to social problems such as poverty, discrimination, and gender-based violence.

"ReferAll is an app that helps survivors of human trafficking connect to critical resources by linking them to providers that can meet their needs. This requires both a secure system where their privacy is protected and low barriers to accessing their important information quickly. Veridium is helping survivors who use ReferAll easily access help by removing the need to remember those all too forgettable passwords."

– **Jessica Hubley, CEO & Co-Founder | AnnieCannons**

CHALLENGES

Survivors of human trafficking are eligible for physical or mental health support from many different organizations, this could range from overnight shelter to personal counselling sessions. Across the board, accessing such services requires an onerous and retraumatizing application process.

Often, in order to prove eligibility for the service, survivors are required to provide a detailed description of the trauma they have experienced - a painful process of detailing their abuse. Following this experience, survivors are often immediately rejected from services based on objective demographic criteria both sides knew before the traumatizing application encounter.

This seemed the perfect problem to be solved by software that could confidentially and reliably check survivors' demographics against application requirements. Yet not all survivors own a mobile device to access the service, many have their devices controlled by traffickers, and many frequently change devices, making on-device security measures suboptimal.

Survivors live in difficult circumstances and often individuals may not remember what account name they used or what password they created when going back to the service at a later time. This was a huge problem and brought additional levels of anxiety to an already stressful situation.

ANNIECANNONS

USE CASE
• Identity Verification

INDUSTRY
• Humanitarian

PRODUCT
• Veridium Proprietary Biometrics

CHALLENGES
• Manual process for benefit applications
• Difficulty of recalling account details while experiencing trauma
• Stress and anxiety for benefit applications

SOLUTION
• Veridium Proprietary Biometrics
• Use secure biometric for survivors' access
• One-time enrollment for survivors

"Being part of the efforts from AnnieCannons fighting against human trafficking with Veridium technologies makes me feel absolutely proud. Not many companies have the privilege to see their technologies in action contributing to humanity in such unprecedented ways."

- Ismet Geri, CEO | Veridium

AnnieCannons brings the experience and perspective to drive the change our world and our technology need.

THE SOLUTION

Veridium self-sovereign identity biometrics were incorporated into a mobile application which is available from both Apple and Google stores. As part of the enrollment process, survivors capture their personal data and circumstances along with a biometric authenticator.

THE OUTCOME

Survivors are now only required to enroll and submit their personal information and circumstances to the service, once, gaining them access to important information and connections to services. Veridium biometric technology validates the user identity by matching the survivor's biometrics against the enrollment. This benefits the survivor as they no longer have to remember account details and passwords to gain access to benefits, while providing flexibility to use a different device or use a borrowed device.

Additionally, only services which a survivor is eligible for are displayed in the mobile application. This prevents individuals from needlessly applying for services which they are not eligible for and importantly eliminates the requirement to expose sensitive information to service providers.

This reduces the anxiety and stress associated with manual applications and has reduced a demoralizing rejection experience by ensuring survivors can only apply for benefits that they are eligible for.

ABOUT VERIDIUM   Veridium is a leader in the development of user-centric authentication solutions which link biometrics (what you are) to smart phones (what you have) for trusted digital identities. Our authentication platform and proprietary biometrics provide strong authentication, eliminating the need for passwords, tokens, or PINs – delivering multi-factor security with single-step convenience at a lower total cost of ownership than traditional MFA solutions.

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