

Secure, Seamless Access to Swedish Digital Services with ID-me

Effortless authentication for anyone over 16 years old - access essential services with just your phone

STOCKHOLM – Dagens Nyheter – 1/1/2025. ID-me now allows Swedish residents to easily and securely login to all online digital services. The service works with everything from financial services to healthcare and government platforms. It works through a free mobile app with a few simple taps. By providing a single, secure digital identity, ID-me empowers users to control and manage their personal information across a wide range of essential services with a single and hassle-free solution.

In today's digital world, verifying identity across different platforms has become cumbersome and frustrating. People need to remember countless passwords for different services - with different rules and security measures. Many existing methods of verification are unreliable, making it difficult to prove who you are. This leads to wasted time, frustration, and a lack of trust in online systems. The average person logs in to digital services 30-50 times a week. In the past year, thousands of fraudulent logins led to the loss of 12bn SEK.

ID-me solves these problems by providing one simple and secure way to verify your identity for all the services you need. Whether you're logging into your bank account, accessing healthcare, or signing important documents, you can use ID-me from any device. Instead of juggling passwords or carrying physical identification, you can confirm your identity with just your phone. Your personal information stays safe while you enjoy the convenience of fast, easy access to everything that matters.

"ID-me isn't just a digital identity - it's the future of secure, hassle-free access to essential services. We've listened to what people need and created a service that makes life simpler and more secure. Our goal is to make sure everyone in Sweden can access the services they rely on without worrying about security or complexity," said Eva Svensson, CEO of ID-me.

When a user logs into a service using ID-me, they open the ID-me app on their smartphone and scan the QR code provided on the website. Next, they confirm their identity with a fingerprint or a quick code, and within seconds, they can securely access services like banking, healthcare, or government platforms. They may also perform actions that require a verification step, such as money transfers, personal information updates, and ordering of services.

"Before ID-me, I struggled with keeping track of countless passwords and annoying verification processes every time I needed to access my accounts," said Johan Andersson, 35, from Stockholm, "With ID-me, things are much easier. Just yesterday, I made payments in my bank, booked a doctor's meeting for our son, and submitted an address change on Skatteverket – all in just 15 minutes and no SMS codes. It made my digital life so much simpler. I am telling all my family and friends that they have to use it, too!"

Visit www.ID-me.se or download the app in the Appstore to get started.

Customer FAQs

Q1: What if I need help setting up or using the ID-me app?

A1: A1: We understand that new technology can sometimes be challenging. That's why we offer comprehensive support resources, including step-by-step guides, video tutorials, and a dedicated customer support team available via phone, email, or live chat to assist you with any questions or issues you may encounter.

Q2: Is the ID-me app available in multiple languages?

A2: Absolutely! We recognize the diversity of our users and strive to make the ID-me app accessible to everyone. The app is currently available in Swedish, English, Arabic, and Finnish, with more language options in the pipeline to cater to the needs of our growing user base.

Q3: How does ID-me ensure the security and privacy of my personal information?

A3: At ID-me, we prioritize the security and privacy of our users' data above all else. We employ industry-leading encryption and security protocols to safeguard your personal information from unauthorized access or misuse. Additionally, we adhere to strict data protection regulations and never share or sell your data to third parties without your explicit consent.

Q4: Is there a fee for using the ID-me app?

A4: The ID-me app is completely free to download and use. We believe in providing a convenient and accessible solution to all Swedish residents without any additional costs. Our goal is to simplify your digital life, not add financial burdens.

Q5: How do I update my personal information if it changes?

A5: Keeping your information up-to-date is crucial for maintaining the integrity of your digital identity. With the ID-me app, you can easily update your personal details, such as your address, phone number, or name, through a secure and user-friendly process. Simply log in to the app, navigate to the "Personal Information" section, and follow the prompts to make the necessary changes.

Q6: Can I use the ID-me app for business purposes?

A6: While the ID-me app is primarily designed for individual use, we understand the need for efficient digital solutions in the business world. We are currently working on a separate offering tailored specifically for businesses, which will provide secure and streamlined access to various corporate services and platforms. Stay tuned for updates on our upcoming business solutions.

Q7: what happens if I lose my phone or buy a new one?

A7: When you get a new phone, you can easily set up ID-me again by downloading the app and going through a quick verification process using another device you already have access to or your government valid ID. This will transfer your ID-me account to the new phone securely. Alternatively, you can contact our support team, and after verifying your

identity through secure channels, they can assist you in deactivating your old device and activating ID-me on your new phone.

Q8: I have special needs (impaired visibility or hearing). Can I still use ID-me?

A8: For visually impaired users, we support screen readers that provide audio descriptions of the app interface, and include the ability to increase text size for better readability. You can also set high contrast mode for improved visibility. For the hearing Impaired we subtitles and caption and video tutorials, and by default use visual notifications and cues instead of audio alerts. The is also live chat and email support options for users with special needs.

Stakeholder FAQs

Q1: Why are we launching ID-me now?

A1: The need for a secure, unified digital identity solution has been growing rapidly as more services move online. Swedish residents are frustrated with managing multiple logins and verification processes. By launching ID-me now, we can get ahead of the curve and establish ourselves as the go-to platform for streamlined digital access.

Q2: What are the key risks, and how will we address them?

A2: Data security and privacy are paramount concerns. We will implement industry-leading encryption and security protocols to protect user data. Additionally, we will be transparent about our data practices and give users control over their information. Another risk is user adoption - we will invest in user education and a seamless onboarding experience to drive adoption.

Q3: What will we do in case of overnight runaway success?

A3: While rapid growth would be exciting, we need to be prepared to scale our infrastructure and support resources accordingly. We will have a robust capacity planning process in place and be ready to quickly provision additional servers and hire more customer support staff as needed. The architecture is build on cloud and serverless components to allow for automated scale up and scale down accroding to demand, while saving cost and wasted resources.

Q4: What are we thinking about a funding model for developtment and maintainance?

A4: Our goal is to make ID-me accessible to all Swedish residents. We will establish partnerships with banks, government agencies, and service providers to offer ID-me as a secure authentication service, so that they help fund it, consolidating development and maintainace cost with one authorized entity.

Q5: How will we ensure compatibility with various digital services?

A5: We will work closely with major service providers (banks, healthcare, government, etc.) to integrate ID-me into their platforms. We will also develop a robust API and documentation to enable smaller providers to easily integrate with our solution. Maintaining an up-to-date list of compatible services will be a priority.

Q6: What is our plan for user support and education?

A6: We recognize that some users may need assistance with setup and troubleshooting. Our support strategy includes a comprehensive knowledge base, video tutorials, and both self-service and human-assisted support channels (chat, email, phone). We will also invest in marketing and educational campaigns to raise awareness and drive adoption.

Q7: How will we address potential regulatory or compliance concerns?

A7: We will work closely with relevant regulatory bodies and legal experts to ensure ID-me complies with all applicable laws and regulations around data privacy, security, and digital

140 identities. We will also implement robust internal policies and procedures to maintain
141 compliance as regulations evolve.

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143 **Q8: What is our long-term vision for ID-me?**

144 A8: While our initial focus is on simplifying digital access for Swedish residents, our long-
145 term vision is to expand ID-me into a global platform for secure digital identities. We aim to
146 partner with service providers and governments worldwide to make ID-me the universal
147 solution for streamlined, secure access to online services.