

IBIA: Identity Matters

IBIA advances the adoption *and* responsible use of technology-based identification solutions to manage identity to enhance security, privacy, productivity, and convenience. This mission applies across the board to government, business, and consumer uses.

To effectively carry out its mission, IBIA focuses on three core activities:

IBIA is a strong voice for policy advocacy. By influencing legislation and regulations in state, federal, and international bodies, IBIA builds the foundation of enduring business opportunities for its members.

Recent advocacy successes:

- Secured IBIA language in legislation mandating a biometric Exit
- Influenced state legislation on the use of biometrics in schools
- Promoted biometric Medicaid pilots in several states
- Provided critical information for audits of privacy and facial recognition by the National Telecommunications and Information Administration (NTIA) and Government Accountability Office (GAO)

IBIA engages key audiences with a united, impactful industry voice. IBIA outreach brings companies, customers, and standards bodies together for meaningful discussions of innovative technology-based solutions.

Recent outreach results:

- Annual *connect:ID* conference & expo in Washington, DC – a major forum for interaction between government and industry
- Created a mobility track at 'connect:ID' to address the impact of mobile applications in retail payments, financial services, and healthcare.
- Tech fair for Congressional staff, giving them the opportunity to explore technologies and ask questions about their use
- Established liaison relationship with FIDO to address biometrics and mobility.
- Congressional briefing – “Your Identity Matters: Protecting it against fraud and identity theft in the Digital Age”
- Private IBIA tours of DHS Air Entry &Exit Re-engineering (AEER) testing facility
- Multiple meetings with Congress and agencies

IBIA serves as a clearinghouse for industry information and education. IBIA provides authoritative information that explains the advantages of biometric technology and technology-based solutions while defending against inaccurate or misleading reports.

Recent Educational Materials produced by IBIA:

- A technical blueprint for adding biometric sensors to mobile devices
- Multiple info papers and press releases for policy makers on border security
- Closing the Loop: Completing a Biometric Entry-Exit System
- Privacy in the Digital Age
- Biometric Student Identification: Practical Solutions

Why Join IBIA?

- **IBIA gets your company access to decision-makers**, empowering you to shape priorities in line with your company's business needs
- **IBIA is the first line of defense** against legislation, regulations, and public misperceptions that frequently threaten to derail business opportunities
- **IBIA provides you with the information you need**, providing special reports on technology, policy and regulation, along with business opportunities
- **IBIA membership is a hallmark of successful identity management companies**, giving customers full confidence in their technology and solutions