

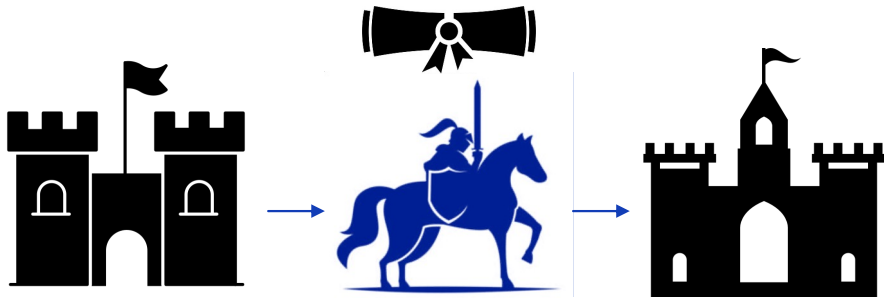
A woman with long dark hair, wearing a black winter hat with a large pom-pom and a white turtleneck, is looking out over a city from a suspension bridge. The sun is low on the horizon, creating a warm, golden glow and lens flare effects. The bridge's cables and structure are visible in the foreground and background.

Identity in the digital era

it is all about Trust & Autonomy

A long, long time ago

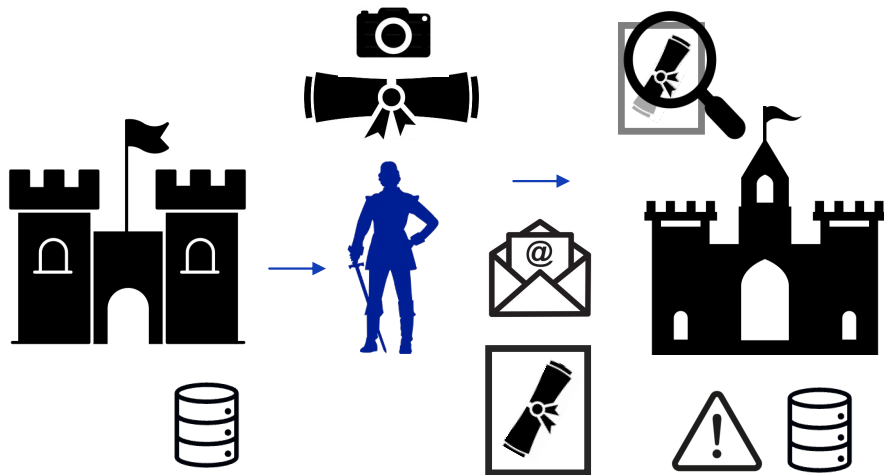
- Information was exchanged using physical documents
- The carrier of this information was responsible for protecting the information
- Trust was established by assessing the seals, signatures and the colour of the eyes of the messenger



Identity in the digital era

Complication through Digitalisation

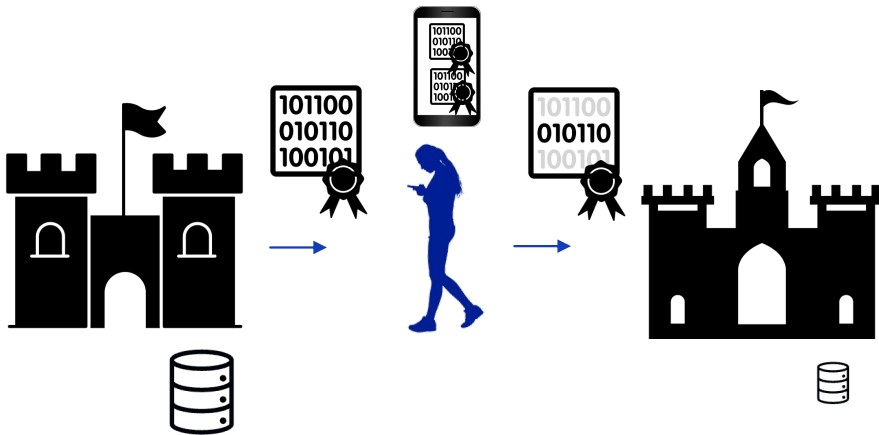
- Physical documents are copied to digital format, but digitised seals, signatures and the eyes of the messenger are worthless
- Trusting information became a burden
- Information is harvested intensively



Identity in the digital era

Enter Self Sovereign Identity

- The subject of the information will hold important credentials secured on his phone.
- The recipient only receives the information needed for the transaction, nothing more.
- Trust is build in cryptographically





Self Sovereign Identity is a Bridge

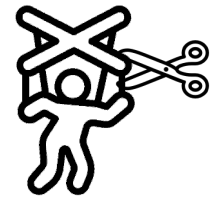
Self Sovereign Identity bridges trust in the physical world to the digital realm creating a key building block for the Digital Economy



**Boost
efficiency**



**Add
Trust**



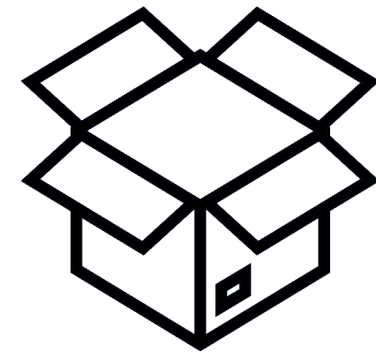
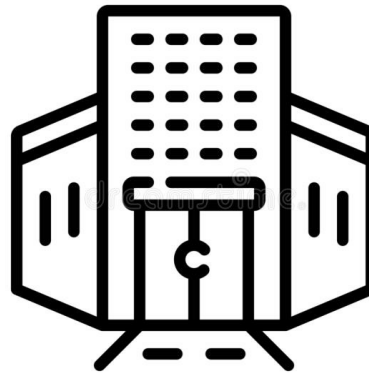
**Reclaim
Autonomy**



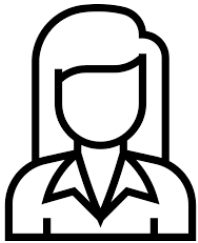
*Now Powered by the EU
via the eIDAS 2 regulation
and needed for the Green Deal*



Identity is comprised of claims made by others... ... but not all claims relate to natural persons

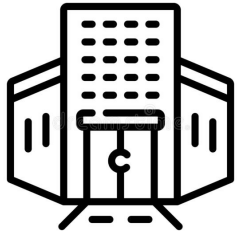


Trust is created Together



Natural Persons

- Seamless onboarding: Efficiency & User Experience
- Data Control: Identity Theft Protection
- Reciprocity in trust: Verify the Verifier



Legal Entities

- Seamless onboarding: BV in a day
- Verifiable Compliance: Trusted KYC credentials
- Verifiable Employees: The right person on the job



Digital Product Passports

- Supply chain traceability: Verifiable CO2 Footprint
- Strategic Autonomy: keep track of rare earth elements
- Add value: Verifiable maintenance records





TNO innovation
for life