

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

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

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

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

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

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

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

35

36 “Before ID-me, I struggled with keeping track of countless passwords and annoying
37 verification processes every time I needed to access my accounts,” said Johan Andersson,
38 35, from Stockholm, “With ID-me, things are much easier. Just yesterday, I made payments
39 in my bank, booked a doctor's meeting for our son, and submitted an address change on
40 Skatteverket – all in just 15 minutes and no SMS codes. It made my digital life so much
41 simpler. I am telling all my family and friends that they have to use it, too!”

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

43 **Customer FAQs**

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

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

49

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

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

55

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

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

62

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

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

67

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

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

74

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

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

81

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

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

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

89

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

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

97 **Stakeholder FAQs**

98 **Q1: Why are we launching ID-me now?**

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

103

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

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

110

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

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

118

119 **Q4: What are we thinking about a funding model for development and maintainance?**

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

124

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

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

130

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

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

136

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

138 A7: We will work closely with relevant regulatory bodies and legal experts to ensure ID-me
139 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.

142

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.