

For immediate release

## **Know, Own, Protect: VIDA Emphasizes the Importance of Digital Identity for an Inclusive Digital Economy**

*Digital identity is a door for the general public to access various services*

**Jakarta, November 30, 2022** - VIDA, the leading digital identity provider in Indonesia, emphasizes the importance of qualified digital identity services to facilitate post-pandemic needs of the Indonesian people in various digital services, including fintech. Born out of the need for unique representation in the digital world, digital identity is considered the backbone of inclusive digital transformation. In a media clinic organized by the Indonesian Fintech Association on the National Fintech Month, [VIDA encourages safe and comfortable digital identity verification](#) to provide convenience for the wider community in completing various needs in the digital ecosystem.

During the pandemic, interactions in the digital world have not been limited to entertainment but they have also involved basic needs such as banking, education, and health. However, in Indonesia alone, around 71% of informal sector workers said that security risks and fraud were perceived as a barrier for them to use digital payments/e-wallets.<sup>1</sup> This shows [how important digital trust is in the digital economy](#).

With data leakage cases still looming over the digital industry in Indonesia, the implementation of cross-industry digital identities can be an important key to encouraging trust in digital services as the foundation for financial inclusion. **Chaerany Putri, Director of Public Affairs at VIDA**, said, "VIDA is committed to supporting the Indonesian government's target of increasing Indonesia's financial inclusion rate to 90% by 2024. The aspect of trust is significant as digital identity plays a key role in connecting users and their valuable assets, namely personal data. According to World Bank data, there are still one billion citizens of the world who do not have official identities.<sup>2</sup> Therefore, VIDA prioritizes access to digital services that are universal and inclusive for various levels of society, including vulnerable groups, so that there is no one left behind. With increased access to financial services due to digital identity, VIDA is optimistic that the quality of people's lives in Indonesia will also increase."

Digital identity services such as digital signatures and [online identity verification](#) have been the backbone of popular digital services from various industries. For the financial services sector, identity verification is an urgency because of the need to comply with anti-money laundering and counter-terrorism financing (AML-CTF) regulations. For the e-commerce sector, digital identity verification is needed to prevent various fraud incidents that are still rife due to human error in various transactions. Meanwhile, in the health sector, the efficiency of digital-based health and insurance administration is increasingly crucial because it can save time during medical treatment.

Digital identity is a population identification system in a digital format that can represent individuals uniquely and reliably in the digital ecosystem. **AFTECH's spokesperson** explained, "As an alternative to conventional identities, digital identities must be based on global standard principles and national laws. This is to make services easier for people to use and subsequently, facilitate an increased pace of digitization."

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<sup>1</sup> Kapronasia, [Moving The Needle](#) (2022)

<sup>2</sup> Worldbank, [Global Identification Challenge](#) (2018)

Established in 2018, VIDA is trusted by various strategic partners in the financial industry such as Kredivo, Bank Jago, Ajaib, OpenBank+, and IFG Life. VIDA's online identity verification supports the digital banking industry in automating the seamless, fully-digital bank account opening process with facial recognition and liveness detection technologies. The issuance of electronic certificates by VIDA encourages the digital identity of digital banking platform users to be used as a legal authentication or approval tool for account opening, without the need for the customers' physical presence at the bank.

With the potential of implementing digital identity in various strategic sectors, VIDA is committed to providing its services based on the principles of [speed](#), [scale](#), [secure](#), and [social impact](#). VIDA's services are not only safe but also easy to use and responsive. "Post-pandemic, digital identity remains a relevant digitization key due to the economic opportunities it offers. With electronic certificates, VIDA is committed to providing digital identity services that are not only safe for our partners and users but also easy to use with an efficient process, which will encourage our business partners to scale faster and grow stronger. With our increasing adoption of global-class technology to present to popular digital services in Indonesia, we hope that digital identities can become more familiar and more reliable for the people of Indonesia," concluded Putri.

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#### **About PT Indonesia Digital Identity ([VIDA](#))**

PT Indonesia Digital Identity (VIDA), an electronic certificate provider (PSrE) and Certificate Authority (CA) registered and rooted under the Ministry of Communication and Information Technology of the Republic of Indonesia, is a trusted body that has the authority to issue electronic certificates for certified electronic signature requirements. Founded in 2018, VIDA is a digital identity service provider that utilizes electronic certificates to provide multi-factor authentication, electronic signatures, and verified identity services. VIDA implements world-class data security standards, including public key infrastructure, facial recognition (biometrics), and network security for a comprehensive data security solution.

In addition, VIDA is also registered as an organizer of Digital Financial Innovation (IKD) in the eKYC cluster and regulatory sandbox at OJK. Products and solutions offered by VIDA can be adopted by various sectors and industries, including the financial services industry that can verify customers not only more safely because they are based on electronic certificates but also faster because they use biometric verification via a population database for identity verification.

VIDA also implements world-class technology standards, and it is internationally certified and recognized through audits and various accreditations. In Indonesia, the company is the first WebTrust accredited PSrE and is registered as a secure electronic signature service provider and has been approved by Adobe (Adobe Trust Service Provider) on the Adobe Approved Trust List (AATL). It is also ISO 27001 certified for implementing information management security standards.

#### **For further information**

##### **Marketing Communications**

VIDA - PT Indonesia Digital Identity  
[pr@vida.id](mailto:pr@vida.id) | [www.vida.id](http://www.vida.id)

##### **Muhammad Ikhsan**

VIDA Communications Consultant  
[muh.ikhsan@artemishub.id](mailto:muh.ikhsan@artemishub.id)