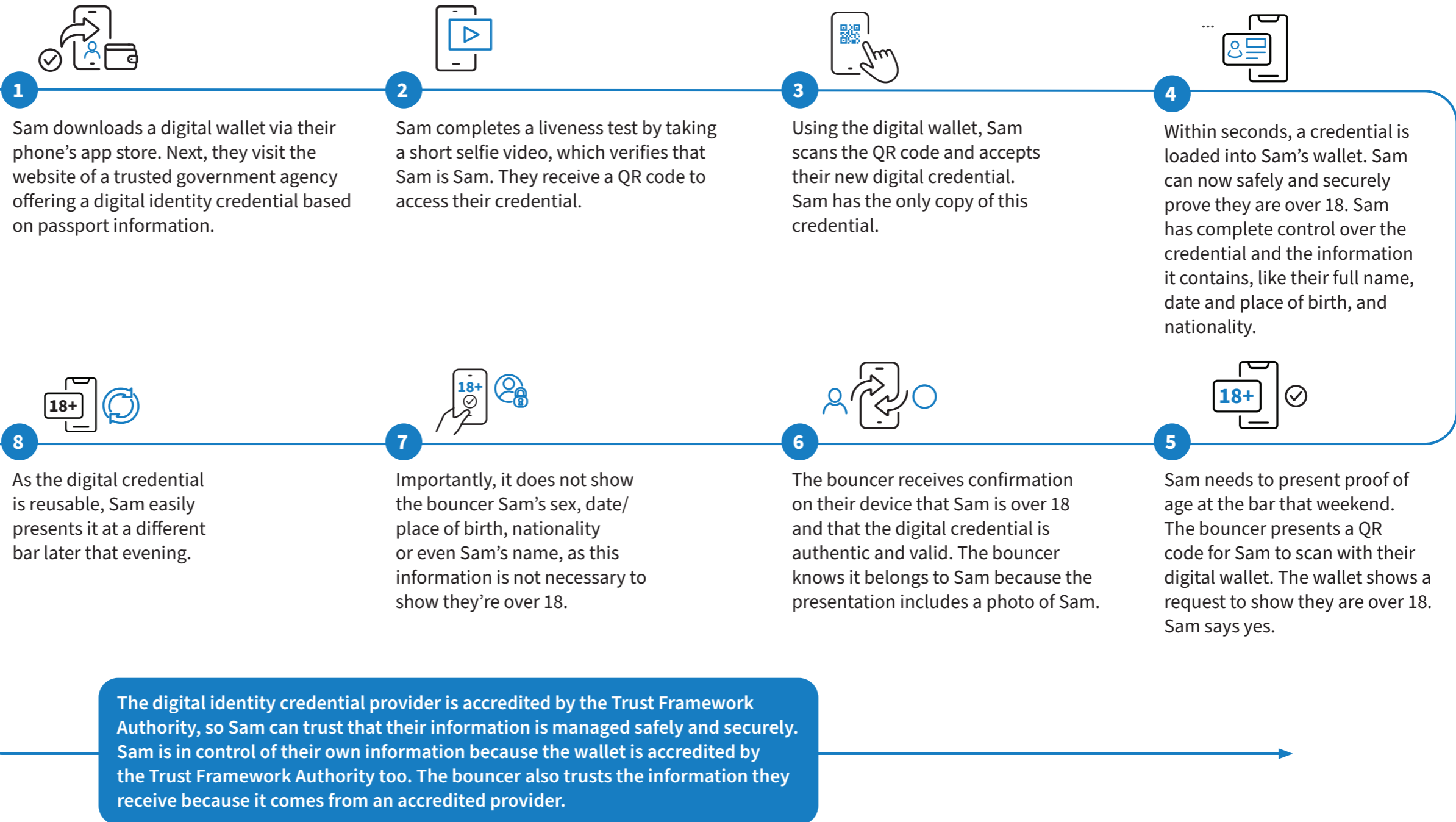


Kia ora,  
I am Sam



## About Sam

- Sam loves watching sport at their local bar.
- They find carrying a physical ID a hassle – their debit card is already loaded on their smartphone, and it's convenient to have their ID there too.
- Sam needs to prove they are over 18 years old.



## Benefits

### User

- **Ease and convenience:** customer can interact digitally, in their own time.
- **Ownership:** people share their data when, how and with whom they want.
- **Security:** information is safe and privacy is protected.
- **Selective disclosure:** users share only the necessary data and nothing more.

### Providers

- **Modernised customer experience:** ease and convenience for users.
- **Security:** information isn't copied or stored insecurely.
- **Accreditation:** service is recognised as safe and trusted, consistent approach to digital identity services.