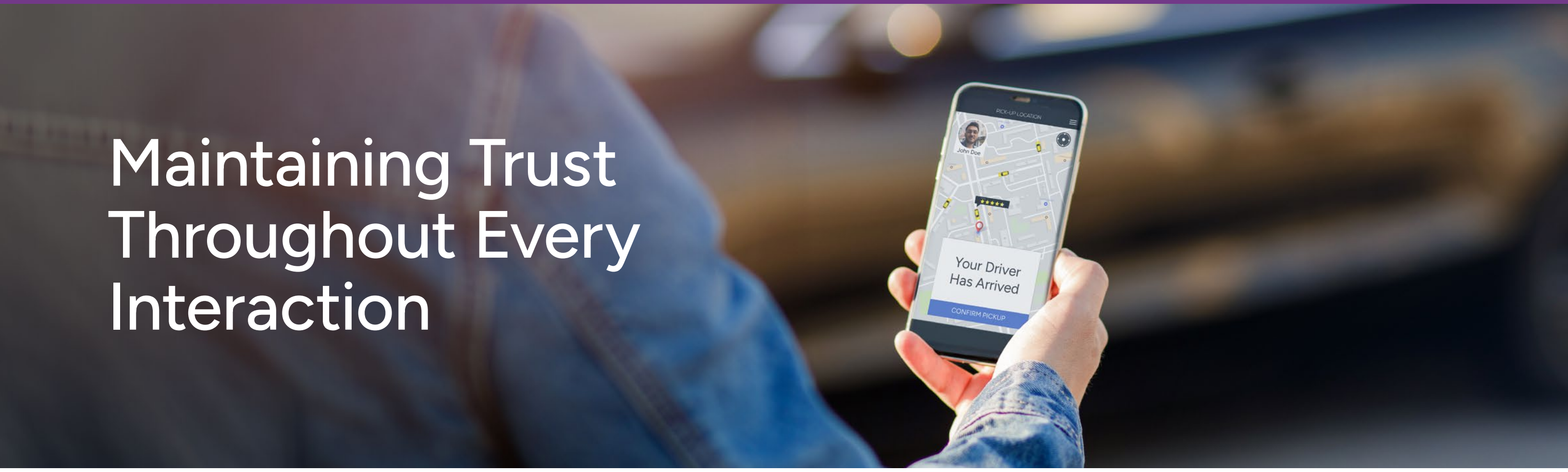
Trusted Connections: Verified Identity at Platform Speed

Identity Verification for Gig and Marketplace Platforms

ENTRUST

SECURING A WORLD IN MOTION



Maintaining Trust Throughout Every Interaction

Buyer and seller. Driver and rider. Host and guest. Every one of these relationships depends on the same thing: knowing, with certainty, who the person is on the other side.

Most platforms have solved half of this problem. They verify at sign-up, then treat the account as trusted from then on. But users come back, accounts change hands, and the identity check that cleared on day one doesn't tell you who's using the account today.

In fact, that's often just the point – the accounts being rented and sold aren't stolen. They're real, verified accounts, but sold by the people who earned them. Verified status has become something people sell, which is why fraud increasingly shows up after account creation, through account takeover, sharing, resale, social engineering, and AI-powered deepfakes.

A few numbers to consider

1 in 3

1 in 3 gig workers have rented out their account, and 20% have sold one outright, rising to 31% among Gen Z and millennials[1]

7.7%

Global businesses lose an average of **7.7% of annual revenue to fraud**, with account takeover responsible for nearly a third of it[2]

1 in 5

1 in 5 biometric fraud attempts now use AI deepfakes, which rose 58% in 2025 alone[3]

1. TransUnion, *Nearly One in Three Millennial and Gen Z Gig Workers Rent Their Gig Platform Accounts to Unverified Users.*
2. FF News, *Entrust Launches Biometric Authentication Solution to Combat AI-Generated Deepfakes.*
3. Entrust, 2026 Identity Fraud Report.

One Identity Problem. Four Different Priorities.

Everyone at your platform business sees a different piece of the same fraud problem, and because no one team owns all of it, it rarely gets solved as one.

For Product & Growth: Onboarding needs to convert without introducing unnecessary steps for legitimate users, but historically, when steps are removed to protect user experience and improve conversion rates, risk also increases.

For Trust & Safety/Fraud Prevention: Database checks confirm a record exists, but they don't confirm a real, present human is behind it. This is where fraudsters target and forgery, impersonation, and synthetic identity could slip through.

For Risk & Compliance: Manual review does solve the concerns around reverification and assurance – adding confidence that the person behind an account is who they claim to be – but manual review does have costs of its own. Every document a human reviews is personal data they've now seen, which means more exposure. And because review is manual, the team has to be large enough to review in a timely manner. On top of that, every manual decision needs to be tracked, justified, and defensible for regulation purposes, which adds to audit overhead.

For Engineering & Security: Most niche identity vendors solve one moment in time, but initial onboarding tools often do not share identity verification checks with authentication tools, which means there's a need for a second identity system to integrate, maintain, and secure.

Growth and trust don't have to compete. Your business can experience less fraud risk, lower costs, and higher conversion, all at once. That's because the four teams above aren't working against each other – they're solving the same problem from different angles. When the initial verified identity carries through the account lifecycle, it supports all four at once: It's fast enough for Product & Growth, thorough enough for Trust & Safety, private enough for Risk & Compliance, and simple enough to integrate for Engineering & Security.

Verify Once, Reauthenticate Throughout the Account Lifecycle

One Verified Identity for Every Method

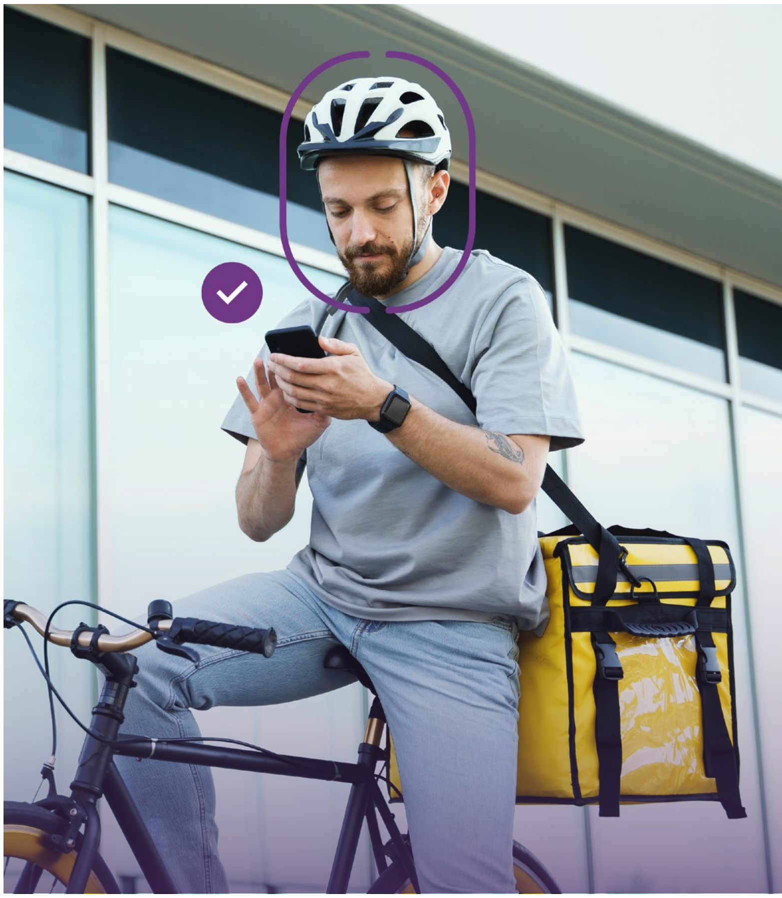
Entrust verifies identity at sign-up and keeps confirming it for as long as the account is active.

Instant Document Verification brings fast, secure identity verification to gig economy and sharing platforms, confirming a verified identity in under five seconds. A government-issued document matched against a live face capture, which is a fully automated step to the user, is instant, secure, and convenient in the same step.

But it's often not at the initial verification stage where fraud can slip in. It's what happens after onboarding that adds risk. Users routinely reenter platforms, and accounts can be shared, sold, or taken over. Although legitimate behavior, it can create an opening fraud can walk through. A single check at sign-up can't tell a shared account from a hijacked one.

Biometric Authentication helps confirm the same verified person throughout the account lifecycle. One verified identity is established at sign-up, then used to confirm the same person during periodic check-ins and at high-risk moments, such as account recovery, a new device, a payout, or a dispute. When risk increases, the platform can automatically step up to stronger verification. The identity verified at onboarding becomes the trusted identity carried forward, helping platforms maintain confidence that the person using the account today is the same person who was originally verified.

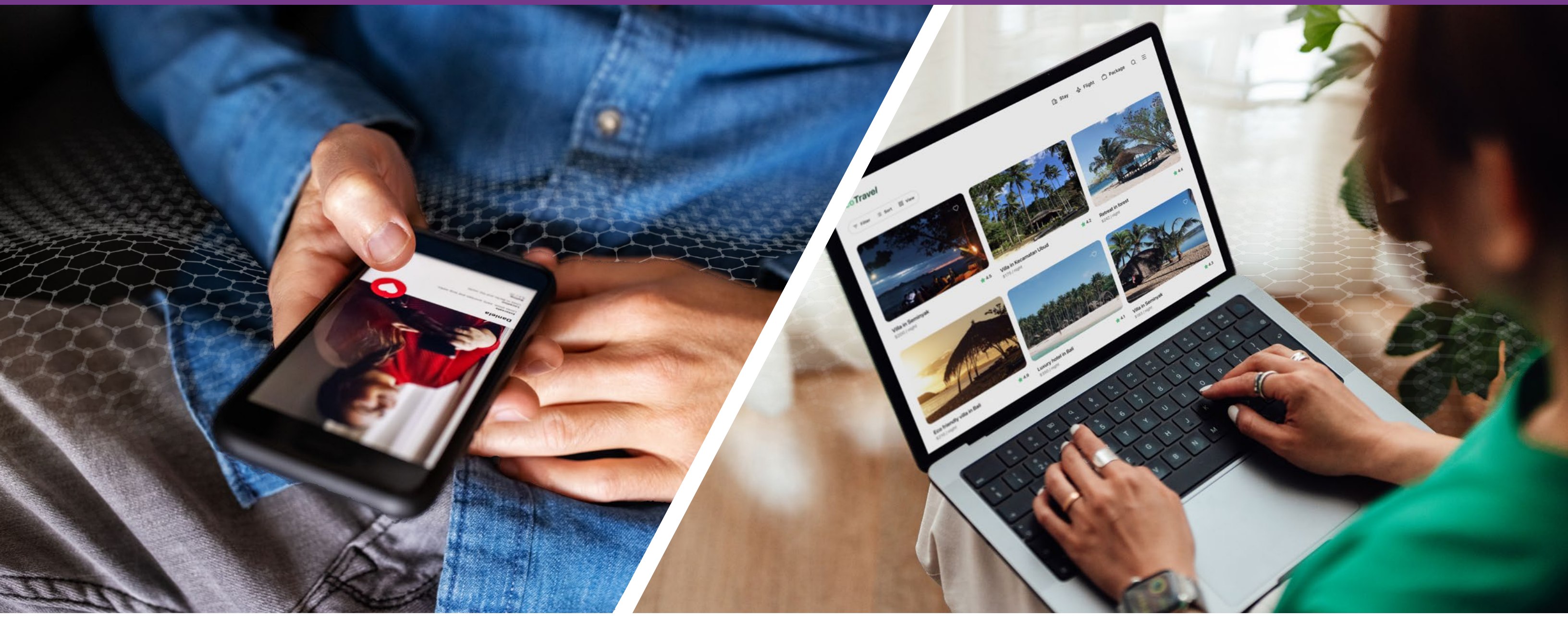
Together, these capabilities work alongside existing IAM, fraud, and onboarding tools. Privacy is built in from the start. No human reviews document or biometric data, and the verified identity is stored as an encrypted biometric token that cannot be reverse-engineered back to the original image or document.



Moving from initial identity verification to ongoing biometric authentication does not require a second identity system or a complex integration project. Entrust Workflow Studio allows teams to configure thresholds, accepted documents, and risk policies by vertical, geography, or use case through a no-code interface. For organizations that want to embed verification directly into their own applications, SDKs and APIs are also available. Whether deployed alongside existing systems or integrated into customer workflows, it is the same platform, helping establish trust at onboarding and maintain it throughout the identity lifecycle.

Feature	What it means for your platform
5-second onboarding	Removes wait time in high-volume onboarding, equaling higher conversion and lower drop-off
Fully automated, no human review	Cuts operational cost and PII exposure, scales with volume spikes
Document + face matching	Helps confirm a real, present user while helping detect forgery, impersonation, and deepfakes
Age assurance from the same check	Confirms age without a separate tool or an extra step for the user
Entrust Biometric Token	A secure, encrypted representation of the identity verified at sign-up. The verified identity established at sign-up becomes the benchmark for every check after, so nothing is reverified from scratch.
Biometric Authentication	Confirms the same person during periodic check-ins and high-risk moments, such as account recovery, a new device, a payout, or a dispute. The right check at the right moment, including situations OTPs and security questions can't cover.

Users judge a platform on speed, security, and convenience at once. Entrust delivers all three, so security is something they experience as ease.



Built for Every Gig Economy

The same approach applies wherever trust between strangers is core to the business. Here's what that looks like across many of today's common business platform types.

Gig & Delivery/Mobility

Identity verification and biometric authentication help confirm the same person during periodic check-ins and high-risk moments, helping ensure the person using the account today is still the person originally verified.

> "Entrust IDV (formerly Onfido) helps us build safer, more reliable sharing services that have already helped us gain the trust of shared mobility and corporate fleet players. Entrust IDV solutions have been instrumental in achieving our security objectives."
>
> **BOJAN JUKIC, FOUNDER AND CEO, GOURBAN**

Marketplace & Resale

Verified profiles hold their value over the life of the account, helping ensure that a trusted reputation remains meaningful.

> "Entrust IDV (formerly Onfido) has been a key partner in our quest for a retail marketplace that is not only compliant but simple to use. The ease of their SDK integration and support has been incredibly efficient, marking an important step forward in the evolution of our platform."
>
> **AYMERIC SAVES, LEAD PRODUCT MANAGER, WETHENEW**

Rentals & Lodging

Renters and guests are checked at booking, but stronger verification is applied at the moments that carry greater risk, such as damage claims.

> "This feature is a real asset for our platform It helps us build a safer, more reliable car sharing service that will enable us to gain the trust of more vehicle owners and users willing to use our services. Entrust IDV (formerly Onfido's) solutions have been instrumental in achieving our security objectives."
>
> **PIERRE BÉRET, VP CUSTOMER OPERATIONS & RISK, GETAROUND**

Dating & Social

Real-person and age assurance help platforms stay a step ahead of fast-growing risk like fake profiles and romance scams, of which the FTC recorded more than **$1.16bn in losses in the first nine months of 2025**[4].

Age-Gated Platforms

Age verification, built for a regulatory environment where **UK Online Safety Act penalties can reach £18m or 10% of global revenue**[5], helps platforms comply while keeping onboarding just as fast.

4. The Swipe Signal, *Romance Scams.*

5. Bloomsbury Intelligence and Security Institute, *UK Social Media Ban for Under-16s: Implications and Implementation Challenges.*

One Deployment for Every Vertical You Operate In

The market has converged on a single answer: Check the document, check the face, move on. That covers one moment. The difference shows up in everything that comes after it.

What the market offers	What it costs you	What Entrust does instead
Point tools built for a single moment	Running two tools means running two identity systems and paying for the integration between them	One verified identity, established once, reused across every method that follows
Database-only checks	Fast, but blind to forgery, impersonation, and AI-generated deepfakes. A record isn't a present, real person	A government-issued document matched against a live face, so the person is proven present, not just on file
Manual or hybrid review	Assured, but slow, costly, and exposes PII to human reviewers	Fully automated with zero human review, encrypted biometric token that can't be reverse-engineered
Bank-grade IDV priced for regulated financial services	Built for FinServ economics, not platform-speed volume	The same bank-grade assurance, now built for platform businesses at platform economics
One-size verification workflows	Too much for a low-risk sign-in, too little for a payout or an account recovery	Thresholds, accepted documents, and step-up moments configured by your risk engine based on vertical, geography, and risk. No code, and one deployment as you expand

Entrust Identity Verification supports 2,500+ document types across 150+ countries, with coverage across the U.S., Canada, the UK, the EU, and parts of APAC, and further markets rolling out. Wherever your users are signing up next, the coverage is likely already there.

Behind it sits a unique identity portfolio including digital signing, PKI, HSMs, IAM, and card issuance. Entrust has issued national IDs, passports, driver's licenses, and payment cards for governments and banks for decades. These are credentials other vendors only check.

See what one verified identity can do for your platform.

Request a demo or speak to an Entrust Identity Security specialist today

ABOUT ENTRUST

Entrust fights fraud and cyber threats with identity-centric security that protects people, devices, and data. Our comprehensive solutions help organizations secure every step of the identity lifecycle, from verifying identity at onboarding to securing connections and fighting fraud in everyday transactions. Ongoing monitoring supports compliance and safeguards keys, secrets, and certificates. With a foundation of identity-centric security, our customers can transact and grow with confidence. Entrust has a global partner network and supports customers in over 150 countries.

For more information, visit www.entrust.com.

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