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**Cc:** [Mere Work](#)  
**Subject:** 1:1 Face Verification Misconception / ID.me Privacy Talking Points  
**Date:** Saturday, July 24, 2021 1:42:56 PM  
**Attachments:** [ID.me Privacy Talking Points for States.pdf](#)

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Happy Saturday Team,

I am writing to share some information on ID.me's 1:1 face verification software. We recently saw a [CNN article](#) that inaccurately portrayed what ID.me does during Identity Verification as *1:Many* face matching and wanted to share additional detail with you should you get any questions.

A 1:1 face verification ensures that the person in front of you, or in ID.me's case, the person in the selfie, is the same person in the photo being reviewed. 1:1 face verification is what hundreds of millions of people use every day to unlock their phones, access apps, or prove their identity at a TSA checkpoint before boarding a plane.

1:Many face matching, also known as 1:N, casts a much larger net and introduces a higher probability of error. The [Center for Strategic and International Studies](#) (CSIS) defines 1:Many face matching as when a "*...software takes an unknown face and compares it to a large database of known faces to determine the unknown person's identity...*" This would be like having that same TSA agent on stage at a concert trying to pick a single face out of the crowd. ID.me does not do that.

Consumer privacy is core to ID.me's mission and we follow the federal standards for consumer authentication to government agencies, specifically the National Institute of Standards and Technology (NIST) 800-63-3 Identity Assurance Level 2.

Attached you will find more detailed information should you have any questions or receive any inquiries. Please don't hesitate to reach out if we can provide additional context or talking points.

Thanks,  
Dan

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