Beyond the Pines Productions integrates iDenfy's biometric verification and Magic Link feature

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iDenfy, the AI-powered compliance, fraud prevention, and identity verification company, announced partnering with Beyond the Pines Productions, a full-service video production equipment rental company based in West Palm Beach, Florida. Using the new identity verification will enable Beyond the Pines Productions to automatically onboard new customers who are interested in renting equipment through a simple, remote checkout procedure.

The matter of data collection, management, and storage has evolved beyond being a mere consideration. Beyond security, it has become a legal requirement for companies to establish a thorough and carefully planned strategy for safeguarding their data. According to iDenfy, Know Your Customer (KYC) serves as the initial stage for every customer onboarding and solution to prevent fraud. That's why for a company to establish itself as a reliable brand, strict adherence to all regulations concerning the processing of personal data is essential. This encompasses thorough verification, secure retention, and proper archiving of the personal data involved in the KYC process.

The approach presented aligns with the Beyond the Pines Productions team's perspective. Before establishing the partnership, the company aimed to strengthen its security measures and enhance customer data protection. That meant building a fully remote customer onboarding and rental equipment checkout process. Nonetheless, Beyond the Pines Productions was keen on maintaining an equilibrium between security enhancements and user convenience. As a result, they started searching for an AI-powered biometric verification solution that can ensure a user-friendly experience by implementing the Magic Link feature.

By adopting iDenfy's comprehensive identity verification suite, Beyond the Pines Productions aims to achieve a heightened confidence level in accurately identifying their customers. iDenfy asserts that this goal will be met without the risk of misidentifications and with a focus on user-first KYC flow. This is due to the fact that their automated software surpasses the susceptibility of manual verification measures by employing AI-enabled biometric techniques. At the same time, liveness technology doesn't add unwanted friction to the KYC process, allowing users to complete the whole KYC process without hassle.

According to iDenfy, its Magic Link feature was developed to streamline the programming and integration procedures, ensuring the accessibility of its verification services. At present, Beyond the Pines Productions intends to employ this solution to create a universal identity verification link within its automated email system for simple and secure online rental processing. By clicking the link, users will be rerouted to the digital identity portal, where they will be then walked through four simple steps to complete the whole ID verification process, which consists of uploading a photo of a government-issued ID document and a capture of the person's face.

"Our top priority is to make our rental system simplified and easy to understand when customers are going through the steps of placing an order with us. By adopting iDenfy's identity verification solution, we're confident that unauthorized individuals won't gain access to our services," — explained Dominic Anaya, the CEO of Beyond the Pines Productions.

"Our goal is to create a great user experience while ensuring strong protection against fraud. We're excited to collaborate with Beyond the Pines Productions to make identity verification quicker for their customers. Our aim is to guarantee a safe digital journey for everyone involved," — said Domantas Ciulde, the CEO of iDenfy.

About iDenfy

iDenfy is a RegTech startup that provides AML, KYC, and KYB compliance solutions to businesses of all sizes. The company has been recognized as a leading identity verification software in G2's Winter and Spring 2023 reports. iDenfy has also won the "Enabler of the Year" category at the Lithuanian Fintech 2023 awards.

For more information and business inquiries, please visit www.idenfy.com.

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