itsme

What is itsme?

itsme is owned by Belgian Mobile ID (BMID), an initiative of Belgium's largest banks and telecom operators. itsme is an identity app that allows users to register and log into services, confirm transactions, and sign digital documents. To increase security, the user can choose to bind the app to the phone's SIM card so that the app can be blocked if the phone is reported stolen or lost. The app requires a Belgian mobile phone number.

Why should end-users use itsme?

itsme allows users to sign up and log into online services in a matter of seconds, with just a PIN code or a fingerprint, while providing a security level which is high enough for banks. Using the itsme app makes for a convenient and safe solution for the end-user's everyday needs, as there is no need to fill in personal information. The user's privacy is ensured, as the user can monitor which data is shared with whom.

Why should merchants offer itsme?

itsme offers an identity which is verified by BMID and can thereby be trusted. Obtaining information such as the user's name, date of birth, address, or phone number among others has never been easier. Personal details are only shared if approved by the end-user and under the strict condition that the processing of the data is legal and justified. Signicat will ask the merchant to justify the need for each information item.

Another main benefit is conversion. Users find it challenging to remember multiple user IDs and passwords, which makes itsme a very attractive solution. Increased conversion means more users, and a reduction in the need for additional customer support.

Why should the merchant use Signicat for itsme?

Although it is possible for any merchant to connect directly to itsme, using Signicat is very simple. Via its single, well-documented API, Signicat offers access to multiple identity schemes. The same API can be used for more than 20 eID services in different countries, social media, and authentication services such as SMS OTP, mobile authenticator apps, or address checks.

Signicat also offers additional value-added services which can be accessed through the same API, such as identity assurance (which can be used to onboard new users) and electronic signatures and seals (which are used to digitally protect documents).