

## Accuant KYC Integration Case Study

### The Client:

The client is a rapidly growing community-driven marketplace for plant-based medicines that utilizes blockchain technology.

### Challenges:

The client faced difficulties in conducting individual KYC checks for all their customers, and they were considering using multiple independent services for user authentication and age verification.

### Solution:

We implemented Accuant KYC (Know Your Customer) as a digital identity verification service for our client. Through this service, we were able to verify the identity of customers within their social media application. We utilized this service for account creation, user authentication, and age verification of the customers.

### Benefits:

Accuant KYC was employed to verify the identity of new users during the account creation process on the social media application. By implementing this solution, we aimed to prevent the creation of fake accounts and identity theft. For user authentication, this service was utilized to authenticate the identity of users when they logged into the social media application, helping to prevent unauthorized access to user accounts. In addition to these use cases, we also utilized the Accuant KYC service for age verification, ensuring that underage users were not accessing age-inappropriate content on the social media application.