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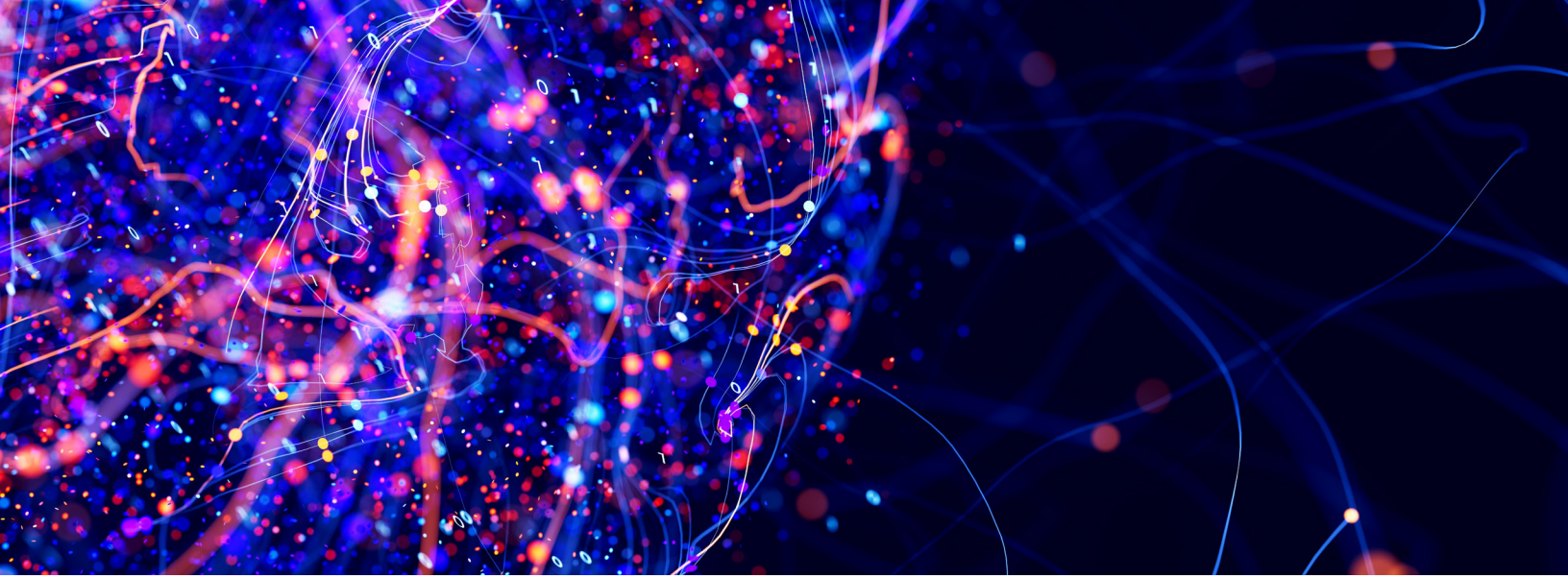
Trust ID™ vs. Traditional PII Sharing:

The New Standard in Privacy-Preserving Identity Resolution



In the traditional insurance data workflow, customer identity resolution and data onboarding rely heavily on **sharing raw PII**—names, dates of birth, Social Security Numbers, email addresses, etc.—with external vendors, data processors, modeling firms, or platforms.

But here's the problem:

Every time PII leaves your firewall, your risk multiplies.

Every handoff creates a breach opportunity. Every copy invites exposure. Every API call becomes a liability.

From Equifax to MOVEit, the industry has seen the cost of getting this wrong:

- $M+ in breach costs
- Erosion of trust
- Regulatory backlash
- Operational freeze

The Traditional Way is Broken

Legacy Method	What Happens	G1-Powered Growth Model
Raw PII shared externally	Data sits on third-party servers; highly breach-prone	Names, SSNs, DOBs, emails sent to vendors via SFTP, API, or batch files
Centralized identity warehouses	Single point of failure; mass breach potential	Vendors store and match records in a central identity graph
Model Development offsite	Compliance overhead + audit nightmares	Data exported to vendors for modeling
Reverse-matching by aggregators	Unclear lineage, messy match logic, higher false positives	Customer files enriched with 3rd party data, often using fuzzy logic on PII

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The Growth Insurance Way: Privacy by Design

We designed Trust ID™ with a fundamentally different architecture—one that doesn't require PII to be shared, stored, or centralized.

Here's how we avoid breaches entirely:

- PII never leaves the client's domain. It stays under your control throughout the process.
- No centralized identity graph. Trust ID™ doesn't build a bucket of sensitive information.
- One-way anonymized linkage. Our match process uses cryptographically transformed, non-reversible tokens—meaning even if intercepted, they're meaningless.
- Data is matched, not moved. We bring the insights to your encrypted environment—not your customer records to ours.

This means:

- No exposure = No breach surface
- Auditable encryption workflow
- Built-in compliance with GDPR, HIPAA, SOC2, TCPA, and state-specific mandates
- Elimination of risk around vendor handoffs and shadow IT

Why It's Better for Business

Traditional Vendors	Growth Insurance - Trust ID™
Requires full PII upload	No raw PII ever leaves your org
Breach risk at every step	Zero exposure = Zero breach surface
Opaque matching logic	Transparent, deterministic ID mapping
Compliance-intensive	Pre-wired compliance guardrails
Centralized, slow, manual	Distributed, real-time, automated
Limited control	Full auditability + client-side data custody

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Built for the AI and Compliance Era

With Trust ID™, you can safely:

- Match records across internal silos
- Identify high-intent moments for cross-sell and retention
- Enable AI modeling without sacrificing security
- Activate personalized campaigns across your owned channels

And you can do all of this without ever compromising your customers' trust.

Conclusion: You don't need to share raw PII to unlock its value.

With Trust ID™, **you retain control, eliminate breach risk,** and comply by default—all while gaining a more intelligent, scalable foundation for growth. Growth Insurance isn't just more secure. We're redefining how secure should be done.

About Growth Insurance

Growth Insurance is a division of Growth Verticals, built to help insurers modernize acquisition, retention, and product expansion strategies. The G1 Platform powers Growth Signals™,, Growth Detection™,, and Trust ID™,— each engineered to transform data into meaningful engagement.

We Are Growth Revolutionaries

For more information about Growth Insurance and the G1 platform, visit www.growthverticals.com/insurance, or contact our Insurance Strategy Team to get started at GROWGI@growthverticals.com.

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