



U.S. General Services Administration

# SAM.gov Identity Proofing

September 9, 2021



## What is SAM.gov Identity Proofing?

- SAM.gov's [login.gov](https://login.gov) identity proofing solution is compliant with NIST-800-63-3A federal digital identity guidelines. The [login.gov](https://login.gov) identity proofing process collects, validates, and verifies information about a person.
- Identity proofing adds an additional layer of security that protects the entity and the government by making it more difficult for someone to:
  - gain unauthorized access to your entity registration account
  - access sensitive data that could harm or damage an entity
  - ensure that entity data remains in the right hands
- Identity proofing provides confidence that each Entity Administrator account is connected to a real person.
  - Delivers business value as a government-wide control to help deter fraud, waste, and abuse
  - Identity proofing will reduce risk upstream, which is a huge positive benefit to the entire federal award ecosystem

## Who can access the SAM.gov Identity Proofing?

- Identity proofing will be for users who manage SAM.gov registrations.
  - Initially validating the identity of each Entity Administrator in SAM.gov as an **optional** benefit
  - Recommend that all existing Entity Administrators become familiar with and take advantage of this added level of security as soon as possible
  - Early adopters will have the opportunity to provide feedback that will help us improve the process moving forward

## How does the Identity Proofing Process work?

- Entity administrators will be asked to:
  - upload a photograph of their state-issued photo identification
  - provide their social security number
  - provide a valid phone number.
- This data is encrypted in transit and at rest and it is not stored at either SAM.gov or [login.gov](https://login.gov).
- During identity proofing, the ID photograph is checked for authenticity.
- Personal information is validated with the issuing source (e.g. a state Department of Motor Vehicles) or other authoritative sources (e.g. credit, financial, telephone records)
- These external services do not retain any personal information, they are only used for validation purposes.
- Further information:
  - About the Identity Proofing Process: <https://login.gov/help/verify-your-identity/overview/>
  - About about the Security and Privacy Protection: <https://login.gov/policy/how-does-it-work/>

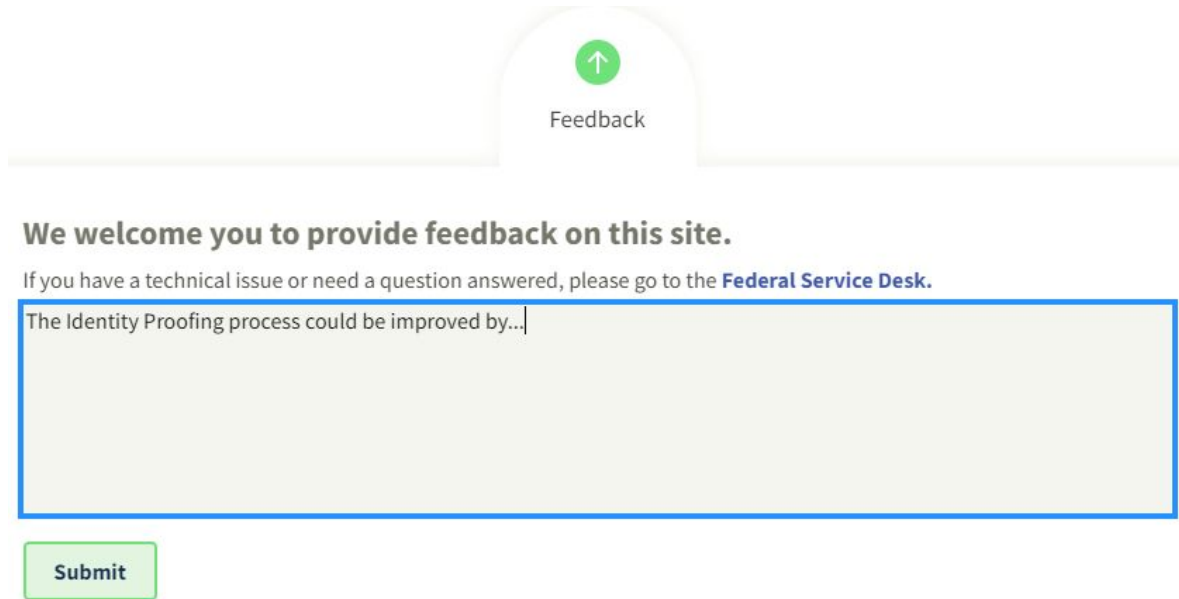
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## How will Identity Proofing be rolled out?

- SAM.gov introduced identity proofing as optional for non-federal Entity Administrators with the May 24, 2021 SAM.gov integration
- More than 20,000 entity administrators have already successfully completed the process
- As part of a phased implementation, SAM.gov will implement a process whereby all Entity Administrators who have not optionally completed identity proofing to go through the Identity Proofing steps at login.gov in FY22 (date TBD), with those that fail being able to continue as Entity Administrators in SAM.gov for a period of time.
- Identity proofing will be required at some point later in FY22 for all non-federal entity administrators

## Improving Identity Proofing

- Any comments or suggestions for improving the Identity Proofing process can be provided via the “Feedback” button at SAM.gov



The image shows a screenshot of the SAM.gov feedback form. At the top, there is a green circular button with an upward-pointing arrow and the word "Feedback" below it. Below this button, the text reads: "We welcome you to provide feedback on this site." followed by "If you have a technical issue or need a question answered, please go to the [Federal Service Desk](#)." Below this text is a large text input field with a blue border and a light gray background. The text inside the field reads: "The Identity Proofing process could be improved by...". At the bottom left of the form, there is a green "Submit" button.

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