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## **Sports Alliance embraces ground-breaking technology by partnering with UK tech start-up, OneID®**

Sports Alliance have partnered with UK identity tech start-up, OneID. This partnership enables Millwall FC to revolutionise their single sign on service by adopting OneID's ground-breaking technology.

This has already helped the football club to drive great results across their online sign in experience for fans. Utilising this technology means that the single sign on service will be both easier and more secure for fans to use.

Sports Alliance was founded in 2002 in London and has continued to grow to now work with over 130 sports brands spanning Europe and the USA.

They continue to unite sports brands and fans in a way that delivers the ultimate interaction for fans and clubs alike. They believe in community and optimum fan experiences which makes them a perfect fit for OneID products which also keeps users and trust at the centre of what it does.

This innovative development is indicative of how the sports industry are developing fan experiences alongside rapidly evolving technology. Sports Alliance is dedicated to personalising sport for each individual fan, current and future. Their fan-centric approach is steeped in innovation that leads to partnerships such as this to provide fans with the best possible online experience.

### **The Future of Sports and Identity Technology**

The sports industry is increasingly merging with technology as the demand to accommodate online viewing, online ticket sales and a global fan base continuously increases. Younger fans tend to operate predominantly online when buying merchandise and mobile devices are an integral part of both fan ticket purchases and online viewing. Embedding OneID's identity technology into the customer journey is a step to further adapt sports to a world that is technology centric. The synergy between sports and technology provides a wide array of benefits. Benefits span across both on and offline viewing, purchasing and sports club memberships.

## What is OneID®

[OneID](#) is a Government-certified, UK-based identity tech company making it easier for people to prove who they are online by accessing bank-verified and secured data. This ground-breaking technology can authenticate the identity of circa 50mn people in the UK in a way that is secure, regulated by the Financial Conduct Authority and certified to the DCMS Digital Identity and Attributes Trust Framework.

OneID's products have already appealed to a wide range of businesses in the UK who have enabled their customers to quickly and safely authenticate their identity online.

OneID was launched in 2019 and was founded with a strong social purpose. The company is a certified B-Corp that aims to be the first privately-funded public utility and is dedicated to having a positive social impact by creating trust online. Their technology enables businesses and individuals to operate online in a truly safe manner whilst also protecting data and privacy; OneID does not store or exploit any personal data.

## Conclusion

Sports Alliance adopting OneID's technology for [Millwall FC](#) is a profound step towards further evolution for sports brands. This progress delivers maturity across the fan experience as sports brands continue to grow into something more experiential, futuristic and accommodating. The pending World Cup in Qatar promises advanced technology that will enhance the way football is played and viewed as well as online interactions. This corroborates the notion that technology and football will continue to intertwine as they both evolve. This partnership delivers progress that is a robust forward movement for both sports and technology worldwide.

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## Notes to Editors

OneID® is the only provider of truly digital, real-time identity services that create absolute certainty between a business and a customer, in the fastest, cheapest and safest way.

This ground-breaking technology can authenticate the identity of all users of online banking, which is circa 50 million people in the UK, in a way that is secure, regulated by the Financial Conduct Authority and certified to DCMS Digital Identity and Attributes Trust Framework. OneID®'s products have already appealed to a wide range of businesses in the UK.

OneID®'s purpose is to make the world a safer place. And is the only UK Identity Service with access to bank-verified data to ensure that every transaction is protected by the most advanced counter-fraud measures.

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## Industry Accreditation

