

Vashti Horvat joins Naymz with Verification by Trufina

Innovative Reputation Network and Online Identity Verification.

Vashti Horvat, CISA " IT Audit and Compliance professional becomes a member of Naymz (www.naymz.com). Naymz is an innovative Reputation Network that lets you establish and promote your good name online.

Why did Vashti join?

"It was important to differentiate myself and update my online professional image. Prior to joining Naymz, individuals who googled my name were not sure if I was real or just a clever marketing campaign. Using Naymz, I have been able to join my LinkedIn, Ebay, and Blog profiles together in one place. In addition, I have taken that extra step to be verified (name, address, dob, phone number) through Trufina (www.trufina.com) which has a partnership with Naymz."

What is Trufina?

From the Trufina website:

The Internet has become an important part of our lives. Whether it's catching up on the news, meeting new people, or finding bargains, we rely on a variety of online sites and services every day. Until now there hasn't been a way to ensure that the person on the other side of that online listing is real, or a reason to be confident that a prospective buyer or seller is telling the truth.

Trufina solves the problem of verified online identity for consumers and businesses.

For consumers, Trufina offers a way to establish and manage a set of ID Cards that can include information such as age, residence, education, financial history, employment, and criminal records. And Trufina's permission-based system gives users the ability to control who has access to this data, and when.

For businesses, Trufina provides a solution for customer/user verification and data management. Trufina allows your business to enjoy the benefits of reduced fraud and risk, without exposure to consumer privacy and records management issues. You can ask a user to present you with a verified ID Card which contains only the information you require to complete a transaction.

Now Trufina offers you a way to securely verify and share all or part of your identity online, and to ask others for their verified information, and gives you the information you need to be confident about doing business and meeting friends online.

<http://www.orrconsulting.us>