What can we learn from the first multi-state DDL Pilot?

**DIGITAL DRIVER’S LICENSES**

**DDL users have said:**

The overall DDL experience was overwhelmingly positive

**What did we learn?**

- **People want a DDL**
  - The majority of participants perceived value in having a DDL
  - Top-ranked use cases: DMV enrollment and issuance, updates to the credential

- **DDL found most useful in common ID verification scenarios**
  - Booking hotels
  - Making/using healthcare appointments
  - Courtroom
  - Airport security

- **Most users would still carry a physical driver’s license with their DDL**
  - But a DDL is more convenient

- **The general public agreed**
  - Feedback from a population survey of the general population was also gathered after an initial pilot program.
  - Respondents were asked how they felt about the DDL pilot overall:
    - 98% said they think the DDL is more convenient than a physical driver’s license
    - 96% were very or extremely satisfied with the overall DDL experience

- **DDL users have said:**
  - “It’s a positive move for identification
  - “It’s a great addition,”
  - “We’re returning users to the technology,
  - “We’re planning to use the technology
  - “It’s a positive step for reducing
  - “It’s a step forward in

**Where was the DDL tested?**

As part of a two-year pilot program, the DDL was being tested across Colorado, Idaho, Washington D.C., and Maryland, and was publicly demonstrated in New York City.

**In what scenarios was the DDL tested?**

- **Airport security**
- **DMV enrollment**
- **App verification**

**What can we learn from the first multi-state DDL Pilot?**

- **The key perceived benefits of a DDL**
  - Freedom – your personal data is protected and only hidden and is not exchanged
  - Privacy – information sharing can only be initiated by you,
  - Security – your DL/ID is always on your phone
  - Convenience – know your DL/ID is always on your phone

- **Top-ranked use cases**
  - Interest is high across age, gender and tech adoption groups
  - Over half the participants said they would be willing to pay to have a DDL
  - The average amount they would be willing to pay is $16

- **Who participated?**
  - 9 in 10 participants indicated they would be willing to try a DDL once it’s in the field
  - Selective attribute sharing, and law enforcement verification.

- **Learn more at www.gemalto.com/ddlpilot**

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*Gemalto is an international identity and security company. The DDL is a digital alternative to the traditional physical driver’s license (DL) that allows users to prove identity and age both online and offline in a simple, secure way.*