

The PCTF Voila Verified Trustmark Program

Launching in 2021

Operationalizing The Pan Canadian Trust Framework™ (PCTF)

The PCTF will make it easier for Canadian citizens and businesses to interact with governments, businesses, and other organizations with a high degree of confidence. Canadians should have:



Basic access to services such as health records



Applying for a student loan



Launching a business



Qualifying for disability - online or offline



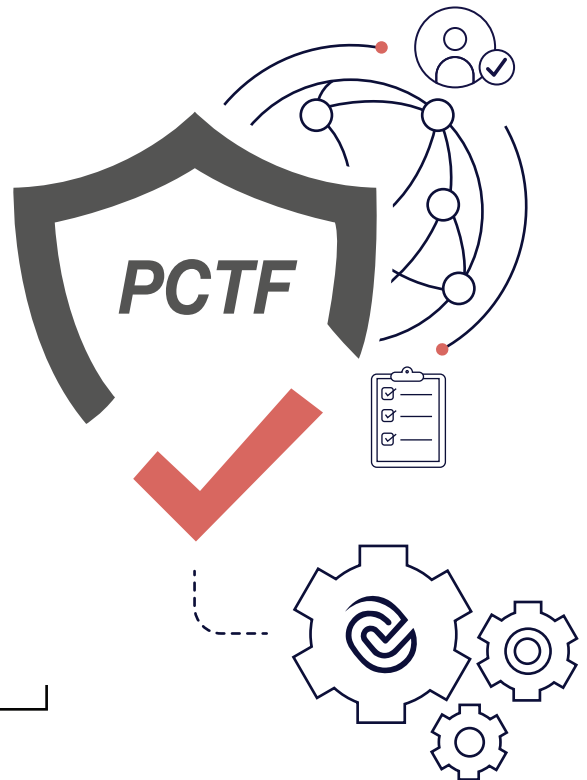
and the PCTF, once fully implemented, **unlocks the digital capabilities** for Canadians to do so.

The launch of the Pan-Canadian Trust Framework™ is an invitation to the public and private sectors to join in the testing and application of the Framework. More than 20 DIACC public and private sector members are lined up to alpha test the PCTF to ensure that the framework performs as expected. This alpha test will inform the rollout of Voila Verified - a DIACC operated PCTF Trustmark Program that will verify assurance practices of an identity verification solution or service.

Voila Verified - Certifying Trusted Organizations, Enabling Canada's Global Digital Economy Participation

Administered through the DIACC, the Voila Verified Trustmark will be issued to organizations who demonstrate compliance to PCTF components. The program is set to launch in the second half of 2021 and is already working in collaboration with international partners - including the Kantara Initiative - to recognize 3rd party assurance frameworks around the world.

The DIACC Voila Verified Program will provide a tool that enables solutions and service providers to signal their market leadership and enables secure collaboration with the assurance, and experience that digital first clients demand.



DIACC (Digital ID & Authentication Council of Canada)

DIACC is a growing coalition of public and private sector organizations who are making a significant and sustained effort to ensure Canada's full, secure, and beneficial participation in the global digital economy.

By solving challenges and leveraging opportunities Canada has the

chance to secure at least

3%

of unrealized GDP

or \$100 billion of potential growth by 2030.



This is a must in a digital society as we work through the challenges of the COVID pandemic. Learn more about the [DIACC mandate](#).

DIACC was created as a result of the Minister of Finance's Electronic Payments Task Force that recommended that Canada needs a framework for digital identity and authentication that must be created by a self-governing body of experts.

