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FIDO is an alliance that wants to create an ecosystem of authentication, "The alliance wants to cut corporate reliance on passwords on any application, platform or authenticator, according to Phil Dunkelberger, CEO of Nok Nok Labs, a founding member of the FIDO Alliance" (CIO Dive, 3). The alliance was formed to address the lack of the ability for data to be shared among authentication technologies and simplify the process of creating passwords and usernames for people.

The organization is creating more secure and easier authentication standards by "changing the nature of authentication with standards for simpler, stronger authentication that define an open, scalable, interoperable set of mechanisms that reduce reliance on passwords" (FIDO Alliance, 2). FIDO addresses the traditional issues of traditional authentication with its web standard specifications called FIDO2. FIDO2 covers the problems of security, convenience, privacy, and scalability.

The FIDO2 security model eliminates the high risks of phishing attacks, all forms of password theft and relay attacks. It does this by creating cryptographic login credentials, which are unique on every website, and the user's sensitive data never leaves their device. The security model also fixes the convenience issue for users by allowing them to login with easy methods like biometrics, FIDO security keys, or their personal device. Privacy issues are already addressed by the fact that the FIDO security keys are unique across every website and platform. Thus, not allowing the users to be tracked. The scalability of the model allows websites to enable FIDO2 by API activation across the supported platforms that users interact with on a daily basis.

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