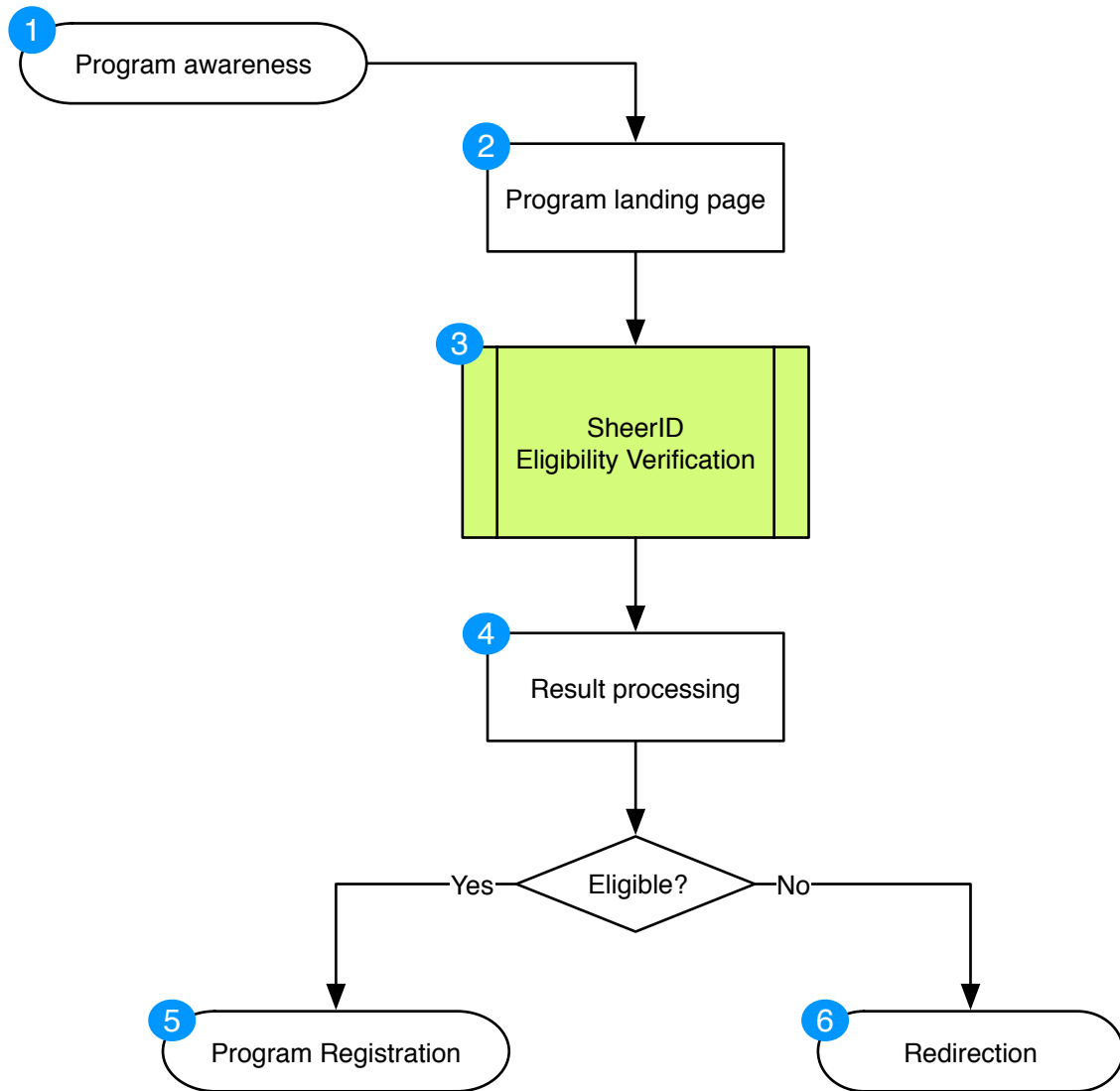


SheerID Eligibility Verification Workflow

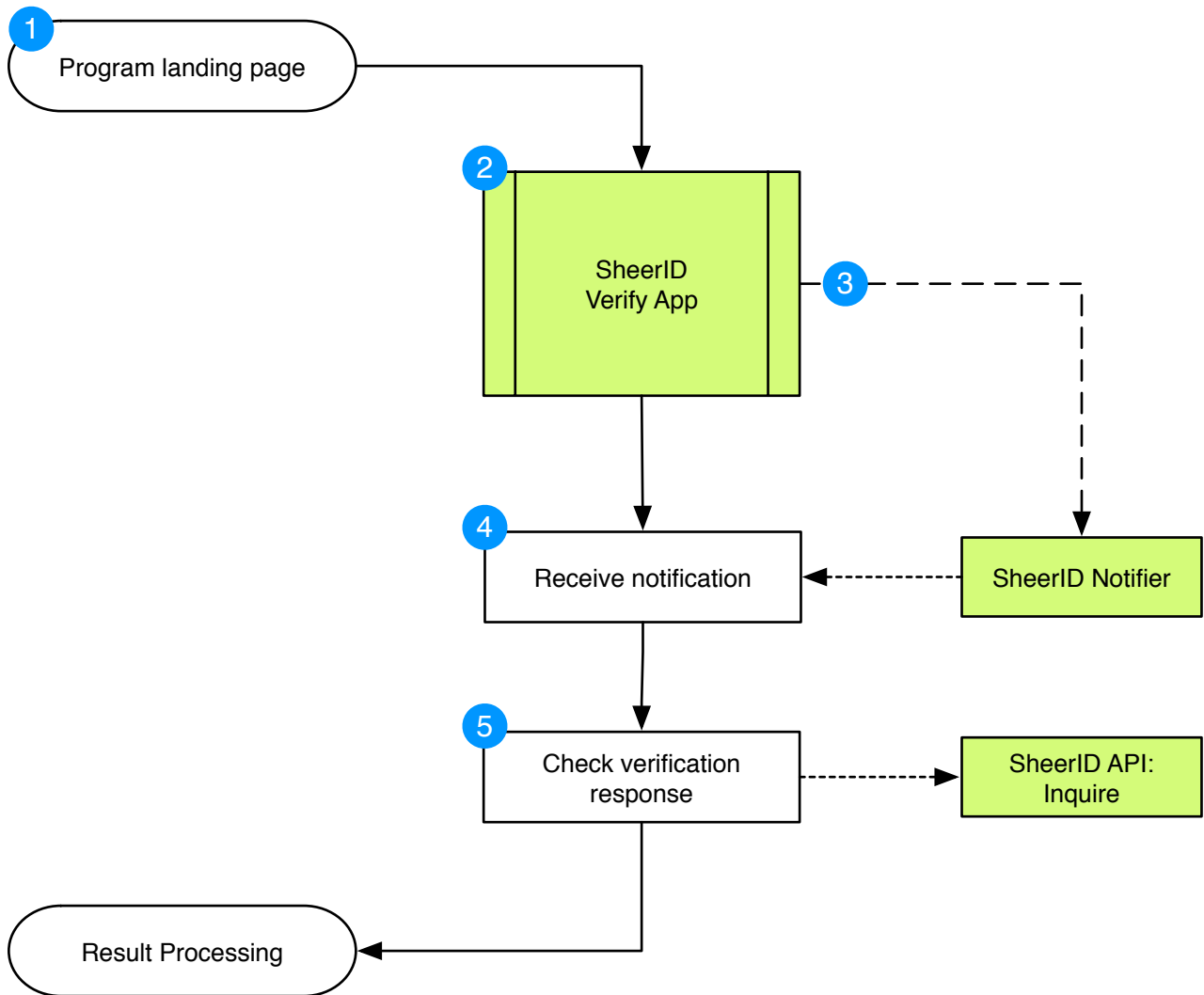
Overview - Online



- 1 Awareness to the exclusive program is generated via various marketing tactics.
- 2 Traffic is driven to a landing page for the program. This page initiates the SheerID eligibility verification workflow.
- 3 SheerID performs eligibility checks for this user based on the configured program criteria.
- 4 Processing of the eligibility verification results is performed. This may include appending attributes to a customer record to facilitate registration and downstream segmentation activities.
- 5 Eligible users proceed to registration for the exclusive program.
- 6 Ineligible users are directed to the general user registration workflow or a consolation offer.

SheerID Eligibility Verification Workflow

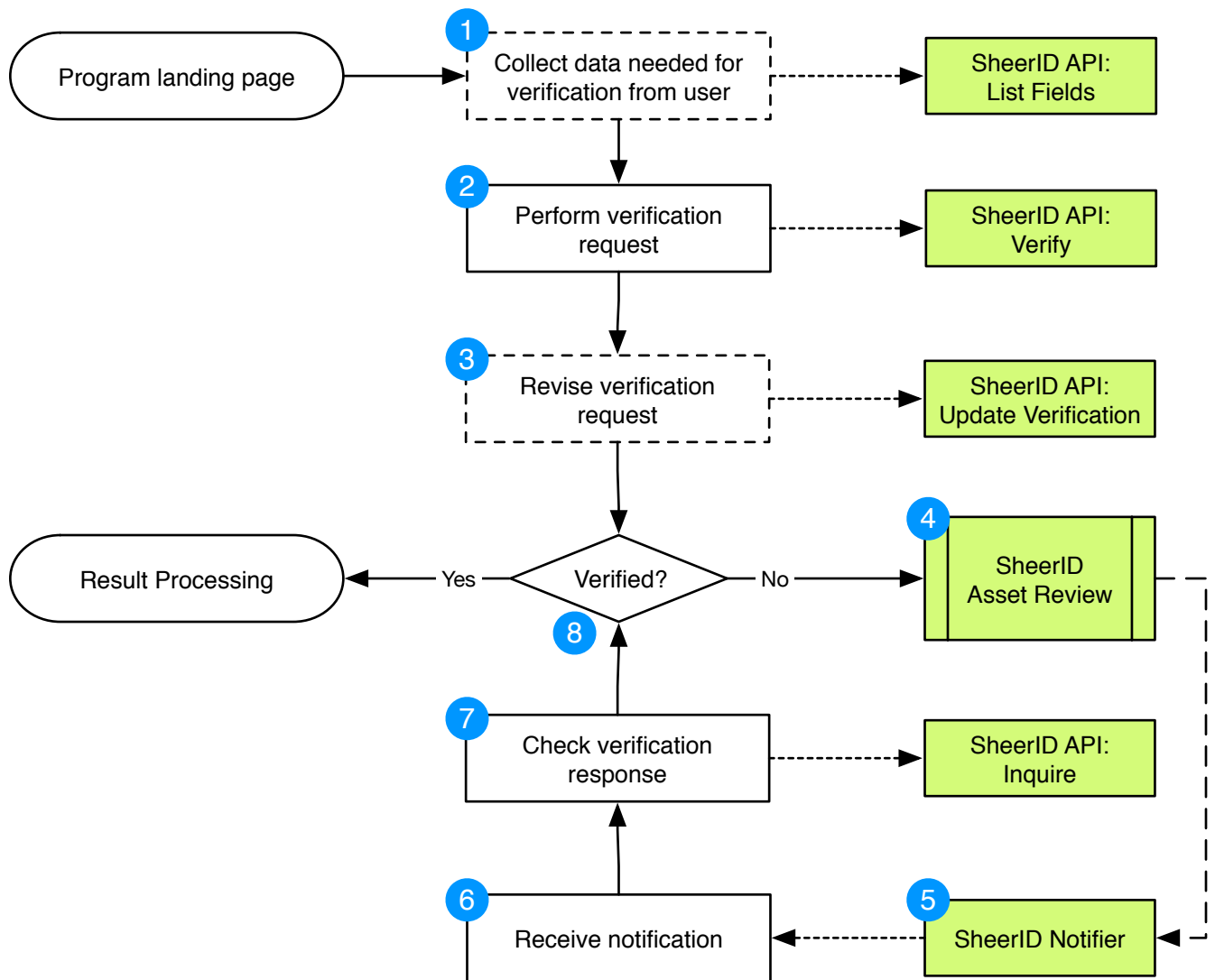
A. SheerID-Hosted - Eligibility Verification Detail



- 1 Traffic can be sent directly to the SheerID Verify App, in which case a specific program landing page is unnecessary.
- 2 SheerID Verify App provides a customizable, client-branded SheerID hosted verification workflow that supports each of the steps detailed in the subsequent slides.
- 3 If necessary, SheerID Verify App facilitates the Asset Review workflow, and fires a notification when complete.
- 4 Notice of verification request state change is received as a webhook or by user returning to workflow.
- 5 Integrator fetches the updated verification response via REST API to see updated eligibility results.

SheerID Eligibility Verification Workflow

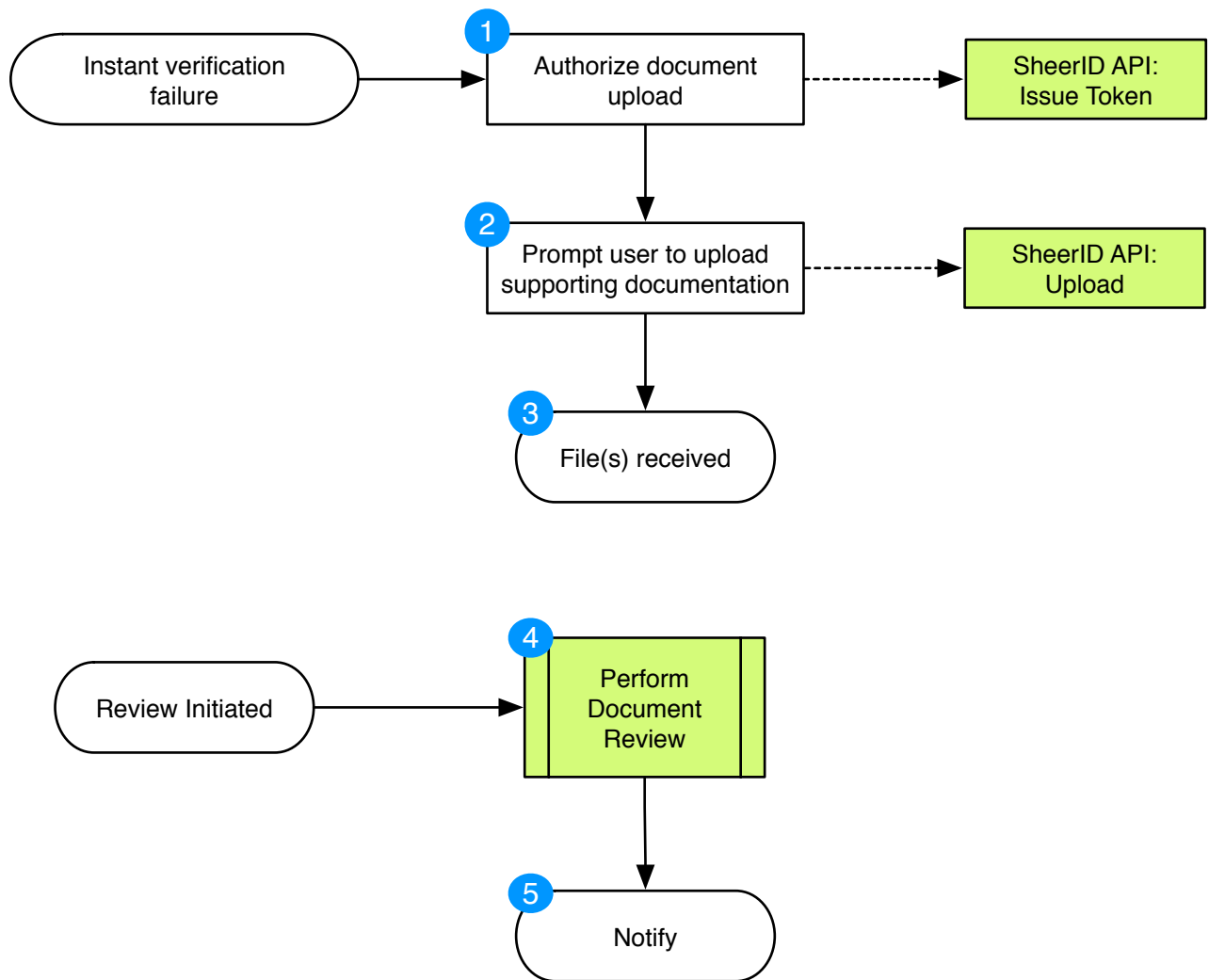
B. REST API Integration - Eligibility Verification Detail



- 1 Integrators obtain a list of fields required to verify a particular affiliation type via the SheerID API. If required data is not already collected, user is prompted to provide this data (e.g. date of birth).
- 2 Required data is sent to SheerID to perform an eligibility verification.
- 3 If the verification response is inconclusive (unable to confirm), user may revise and resubmit the request.
- 4 Users unable to instantly verify successfully may be prompted to upload documentation for further review.
- 5 SheerID sends a notification to the integrator and/or user when the (asynchronous) review is complete.
- 6 Notice of verification request state change is received as a webhook or by user returning to workflow.
- 7 Integrator fetches the updated verification response via REST API to see updated eligibility results.
- 8 Upon document review failure, another attempt may be allowed or the verification process may be halted.

SheerID Eligibility Verification Workflow

B. REST API Integration - Asset Review Detail



- 1** Integrators wishing to allow a document review for a given verification request must issue an asset upload token, a single-use token allowing the user to transmit files to SheerID.
- 2** User is prompted for documentation that demonstrates eligibility (e.g. picture of student ID card, scanned copy of transcript, discharge papers, etc.).
- 3** Upon successful transfer of supporting documentation assets to SheerID, the user is provided an estimated wait time and instructions for next steps (usually awaiting an email with a link to proceed).
- 4** Supporting documents are reviewed by SheerID Verification Specialists based upon the defined eligibility criteria and the information provided during the verification step.
- 5** An email is sent to the customer containing a link to proceed and/or an HTTP request (webhook) is initiated from SheerID to the integrator's servers to notify them that the review has been completed.