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OATH Joins Passwordless Alliance x.1280 to Advance Global Passwordless Authentication Standards

Enabling Scalable, Interoperable, and Secure Identity Solutions for the Modern Enterprise

Anaheim, CA – June 11th, 2025 — The **Initiative for Open Authentication (OATH)** today announced its official membership in the **Passwordless Alliance x.1280**, a global coalition focused on accelerating the adoption of passwordless authentication technologies across industries. With growing cyber risks and regulatory pressure, enterprise organizations are increasingly prioritizing secure, scalable authentication—and OATH is committed to helping them meet that challenge.

By joining the Alliance, OATH brings decades of leadership in open, standards-based authentication to an ecosystem driving the future of enterprise identity security. Together, the organizations will collaborate to promote the x.1280 framework—enabling passwordless solutions that deliver seamless user experiences while strengthening compliance and reducing operational risk.

"Enterprises face mounting pressure to modernize their identity infrastructures without compromising security or usability," said **Don Malloy Chair.** of OATH. "Through our involvement in the Passwordless Alliance x.1280, we're helping enterprise IT leaders adopt open, scalable passwordless solutions that integrate easily across complex environments."

As a member of the Alliance, OATH will:

- Support the development and implementation of interoperable, enterprise-ready passwordless standards
- Contribute technical guidance and architecture models tailored to large-scale deployments
- Advocate for vendor-neutral, open-source solutions that reduce vendor lock-in
- Collaborate with enterprise CISOs, CIOs, and IT architects to accelerate adoption

The x.1280 framework, backed by the Alliance, is designed to support robust identity solutions across cloud, hybrid, and on-prem environments—meeting enterprise requirements for security, scalability, compliance (e.g., NIST, GDPR), and employee productivity.

Why It Matters for Enterprise Leaders

- **Reduce risk**: Eliminate phishing-prone credentials with cryptographic, device-bound authentication
- **Improve UX**: Enhance workforce productivity with frictionless login experiences
- **Ensure compliance**: Align with modern cybersecurity mandates and zero-trust strategies
- **Boost agility**: Adopt standards that work across diverse vendors, devices, and environments

About OATH – The Initiative for Open Authentication
OATH is a global initiative dedicated to advancing open standards for secure authentication. Its work has helped enterprises implement scalable, interoperable authentication systems, including multi-factor and token-based solutions, across sectors ranging from finance to healthcare.

About Passwordless Alliance x.1280
Passwordless Alliance x.1280 is an industry-led initiative focused on creating a password-free future through open, vendor-neutral frameworks. The Alliance supports enterprises, developers, and governments in implementing secure, user-friendly authentication technologies.

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