

Persona FAQs

About Persona and why identity verification

Who is Persona?

Persona is our trusted technology partner for secure digital identity verification. Persona helps make sure you're you, and not someone pretending to be you.

Why do I need to verify my identity to access Priority Health?

Your Priority Health account can access sensitive personal health information. Before granting you access through Epic, Priority Health uses Persona to confirm you are who you say you are — protecting your account from fraud and unauthorized access.

Why does Persona need my information?

Persona uses your information for one purpose only: to verify your identity on behalf of Priority Health. Your verification result is shared with Priority Health and their Epic system solely to grant you access to your account. Persona does not sell, or share your personal or biometric information with any unrelated third parties. See [Persona's Privacy Policy](#).

Why does Persona ask for my personal information?

Persona collects only what's needed to verify your identity. Your information is never sold and is automatically deleted after the retention period set by Priority Health. See [Persona's Privacy Policy](#).

Why should I trust Persona?

Persona's security and privacy frameworks are based on, and aligned with global standards that ensure the highest grade of security is met and exceeded. Learn more at withpersona.com/security.

How long is my information retained and why?

Your biometric data is retained for up to 1 year, then permanently deleted. Your non -biometric information is retained for up to 3 years, then deleted. Persona stores data to support the verification process and fraud prevention. You can request deletion of your data at any time by selecting **Report a technical problem** in the **Ask A Question** dropdown on your portal home screen, then writing "Please delete my ID verification data" in the details box.

Persona Troubleshooting

Why was my identity verification attempt unsuccessful?

This can happen if the details on your ID don't match official records, your ID is damaged, or your photos weren't clear enough to process. Try again with a valid, undamaged ID, and check the photo tips for your ID and selfie capture below.

Tips for your government ID photo:

- Good lighting: Use natural or well-balanced artificial lighting. Avoid flash or overhead lighting that can cause glare on your ID.
- Neutral background: Place your ID on a plain, dark surface to make it easy to distinguish from the background.
- Capture the full ID: Make sure all four corners of your ID are visible and nothing is cut off.
- Avoid glare and shadows: Hold the ID flat and angle the camera directly above it to minimize reflections and shadows.
- Keep it legible: Ensure all text, photos, and details on your ID are sharp and readable. Do not cover any part of the ID with your fingers.
- Steady the camera: Hold the camera steady to avoid blurry photos.

Tips for your selfie:

- Good lighting: Use natural or well-balanced artificial lighting. Avoid backlighting, as it can cast shadows on your face.
- Neutral background: Use a plain background to avoid distractions.
- Face the camera: Look straight at the camera with your head upright and centered. Avoid tilting your head or taking the photo from an angle.
- Avoid accessories: Do not wear sunglasses, hats, or anything that covers your face. Avoid filters or effects that alter your appearance.

- Show your entire face: Ensure your full face is visible. Keep your hair away from your face.
- Steady the camera: Hold the camera steady or place it on a stable surface.
- Follow instructions: To complete the liveness check, be prepared to perform additional actions like moving your head if prompted

Persona is not processing photos of my government ID. What should I do?

A few things that help: make sure all four corners of your ID are visible, turn off flash to avoid glare, place your ID on a dark background, and hold steady. Driver's licenses should be photographed in landscape. More tips at help.withpersona.com/for-end-users/troubleshooting.

What should I do if I don't own a device with a camera and internet connection?

Identity verification is a process that requires access to a device with a camera and internet connection. For your security and privacy, we recommend completing verification on a personal device whenever possible.

How can I tell if I successfully verified with Persona?

Once your identity is confirmed, you'll be prompted to finish creating your Priority Health account and gain access to the Epic portal.

Who do I contact for help?

For general help with the Persona verification process, visit help.withpersona.com/for-end-users.

For questions about your Priority Health account or your verification, contact Tech support at (800) 942- 4765 option 5, then option 1. Our hours are Monday through Thursday 8:00am - 6:00 pm ET, and Friday 9:00am-5:00pm ET.