



World for Zoom

Protect your company against deepfakes.

Trust on the internet is breaking

~50%

of internet traffic
is now bots.

[Imperva Bad Bot Report, 2025](#)

62%

of organizations experienced a
deepfake attack in the past year

[Gartner, 2025](#)

\$25M

lost to the Arup CFO
deepfake video-call scam.

[Wall Street Journal, 2025](#)

Enterprise video calls are now an attack surface.

The category shift to proof of

What we used to verify

Current defenses verify credentials or try to detect synthetic video. AI now replicates voice, face and behaviour faster than credentials can be re-issued.

Passwords & MFA → phished, reused

CAPTCHA → solved by bots in seconds

KYC documents → forged, replayed

Deepfake detection → evaded as AI improves

What we have to verify now

World ID shifts the approach to verify that the person on screen is not a deepfake, in real time.

Humanness → Is this person a real human?

Liveness → Is this person present in the meeting?

What is World for Zoom?

World for Zoom confirms that the person behind the screen matches the person shown on screen, and that they're actually human. An official partnership with Zoom, available as a native integration from the Zoom App Marketplace.

Proof of human technology

Instead of only detecting deepfakes, World for Zoom also verifies humanness.

High level of assurance

World for Zoom conducts a 3-way match to prove that the person behind the screen matches the person shown on screen, and that they are a real human.

Privacy preserving matching

The 3-way match happens completely on the user's device without the video, real-time selfie or Orb images ever leaving the user's device.



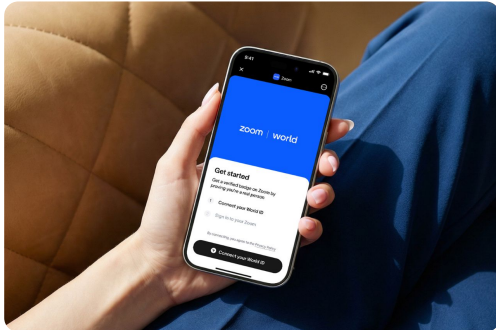
How does it work?



Step 1

Verify at an Orb

We'll set up an Orb at your office so that any employee can verify their World ID.



Step 2

Connect to Zoom

Employee connects their World ID to Zoom once.

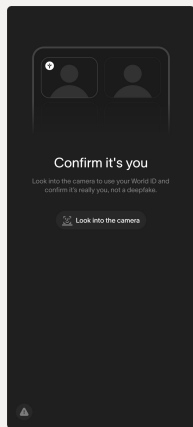


Step 3

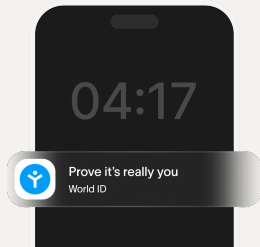
Meeting secured

After joining a meeting, the employee takes a selfie to confirm they're human and not a deepfake. If the authentication succeeds, the Human Badge will appear on their Zoom tile and is visible to all meeting participants.

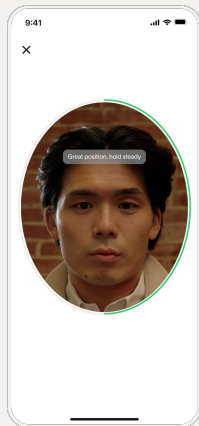
Easy verification for every Zoom meeting



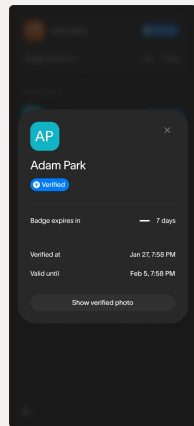
1. Join a Zoom meeting. Side panel will show your verified status as pending.



2. Tap the push notification from World ID App on your phone.



3. Take a quick selfie to complete the 3-way cryptographic match on your device.



5. Your Human badge appears in the Zoom meeting.

Why World for Zoom?

World for Zoom is the only solution built on proof of human, not predictive guesswork that AI is already learning to beat.

Hardware-backed verification

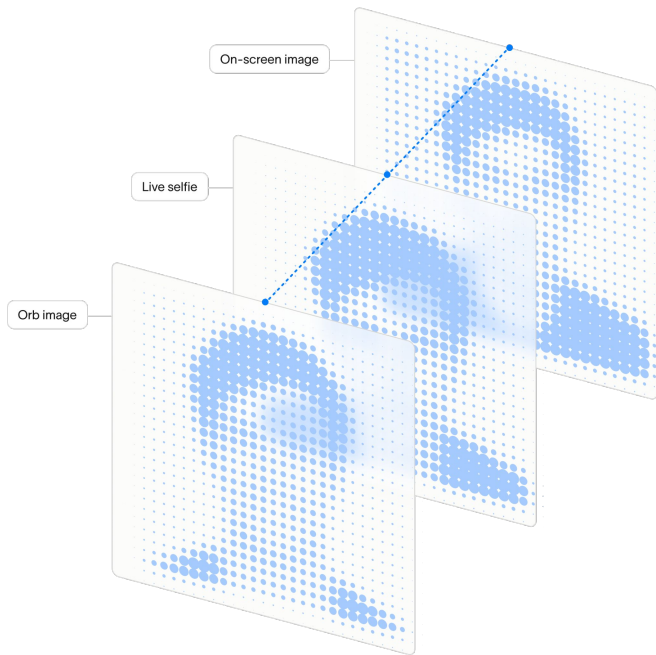
A 3-way cryptographic match compares the participant's face image taken by a hardware device (called "the Orb"), face image from a live selfie and face image shown on screen. The ground truth image taken by the Orb at verification cannot be manipulated.

High-assurance authentication

When all three images match, participants can trust that the person on the call is human and not a deepfake.

Fact, not prediction

Unlike others, World for Zoom uses a verifiable cryptographic match, not predictive AI guesswork. Plus its protection does not decay as AI-generated content improves.



Thank you

Learn more at world.org/solutions/world-for-zoom

Appendix

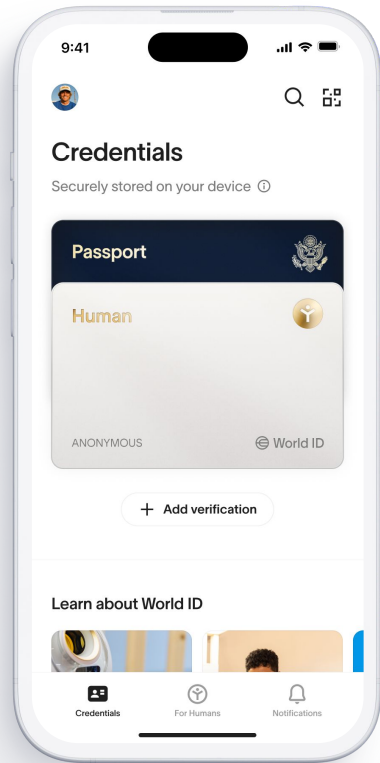
Introducing World.

Let's make the internet more human.

World is a new standard of trust online.

World ID proves you're a real and unique human, not a bot or a deepfake.

It puts humans first in the AI era, across social platforms, video meeting calls, live events and more.



How does the match work?

World for Zoom uses a 3-way match, only completing the verification if all attestations match.

Images taken by the Orb

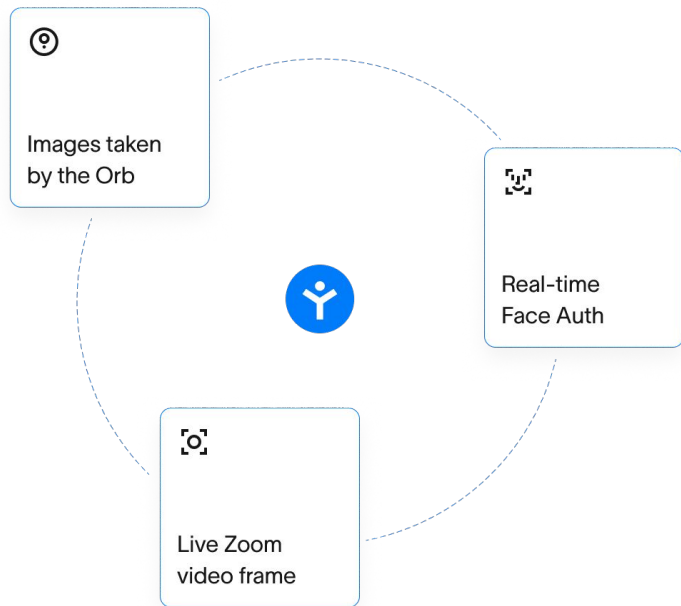
Images from when a user verified their World ID at an Orb, stored on their device.

Real-time Face Authentication

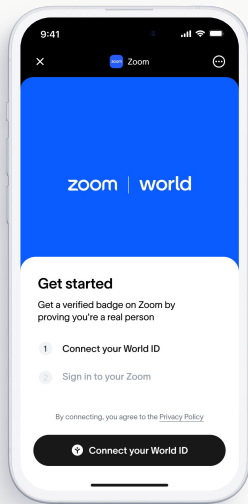
A real-time, live selfie taken on the World ID App. Proves the person behind the camera is the same person that went to the Orb.

Live Zoom video frames

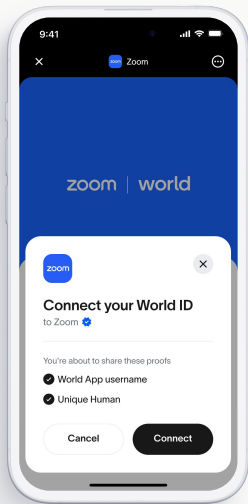
Frames from the live meeting from Zoom's real-time media stream. Proves that the face that you see on the screen matches the person who went to the Orb.



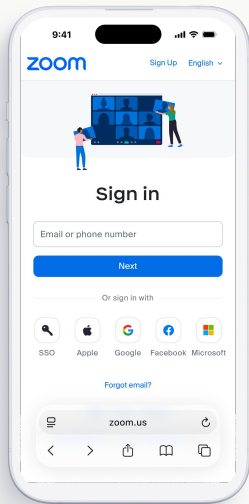
One-time World ID onboarding



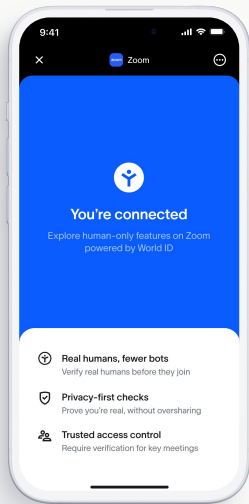
Open the Zoom mini app



Connect your World ID



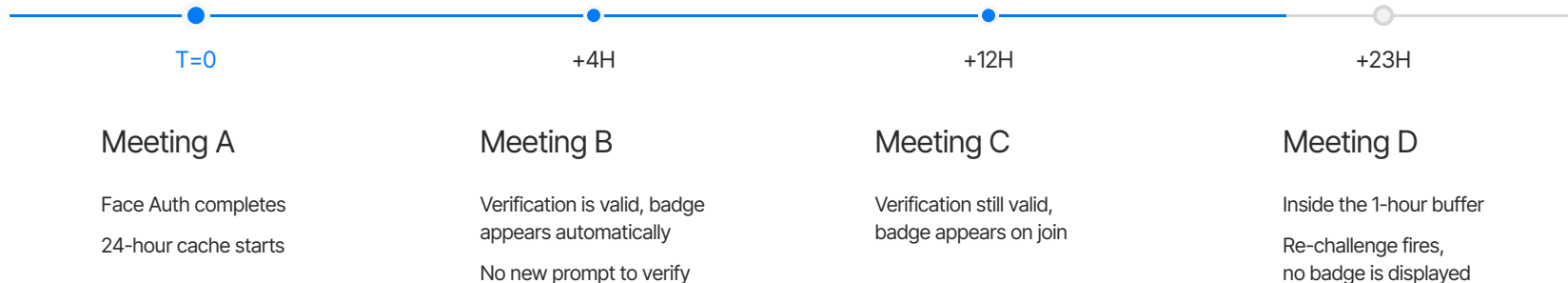
Sign in to your Zoom account



Your World ID is now connected to Zoom

One verification, 24 hours of meetings.

Verify once and every subsequent Zoom meeting under the same account will display the Human badge for 24 hours.



Sample Use Cases

World for Zoom is designed for enterprises that require the strongest protection against deepfakes in high-stakes meetings and critical workflows.

Executive decisions

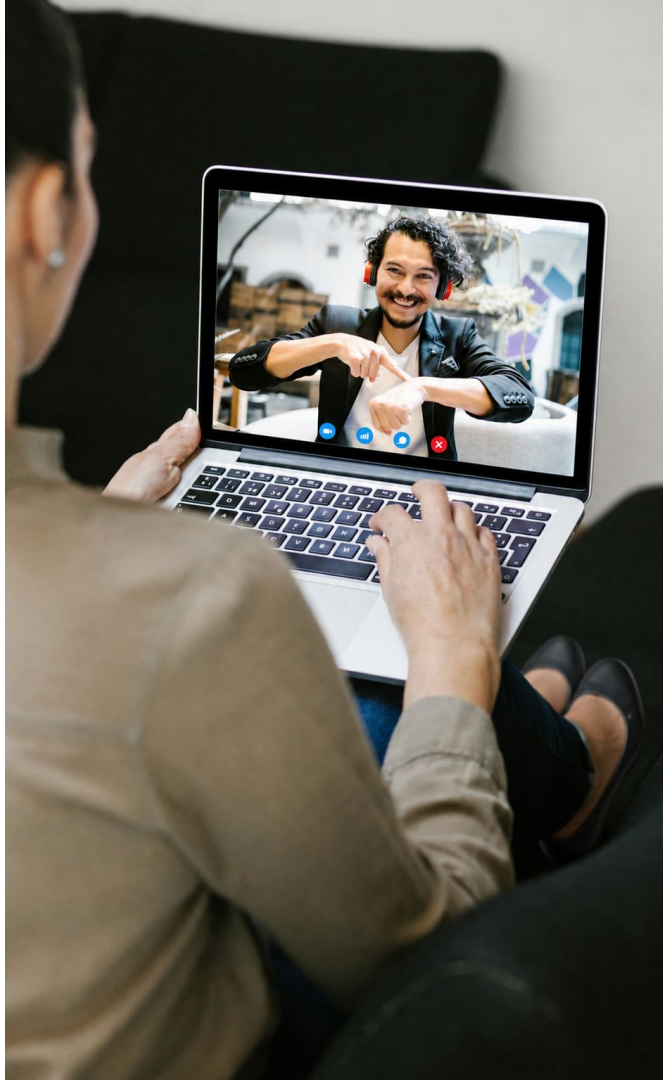
Board calls, CEO/CFO video, M&A diligence. Whaling defence.

Financial services

Wealth management and high-net-worth client calls.

Remote hiring

Defeats credential-theft and deep fake interviews on technical screens.



The Human Badge

A small mark with a strong claim. Once verified, your tile picks up a Human badge - rendered as a virtual foreground so every other participant can see it on screen, regardless of whether they have World for Zoom installed.

Everyone on the call can see it - World for Zoom installation not required.

Tap the badge in the participants panel to open a verification certificate.

Only your username and verified-status reach Zoom - nothing else.

A Zoom call where a participant has completed his verification and displays the Human Badge.



Where your data actually lives

What's on World infrastructure and what's shared with Zoom.

On World Infrastructure

On World Infrastructure

Zoom frame encrypted at rest
 Wallet ↔ Zoom account mapping
 Challenge & verification status
 24-hour verification cache
 Signed certificates (no image bytes)

Shared with Zoom

Just enough for the badge

Your World App username
 Verified-status - yes / no

Never Collected

Doesn't exist on our servers.

- × Biometric template (Orb iris and face image)
- × The Face Auth selfie itself
- × Personally identifiable information
- × Meeting audio, transcripts and other non-video content.

FAQs

Is my biometric data shared with Zoom?

No data is shared with Zoom. Match runs on your phone. Your Orb biometric data doesn't leave your phone. Only a verification signal - yes / no - is shared with World (not with Zoom).

Do I have to verify every meeting?

No. The verification persists for 24 hours across all your meetings. You will not be prompted to verify again in that time.

Do others need World for Zoom to see my badge?

No. Everyone on the call will see your verification badge, even if they do not have the World for Zoom application. Viewing the certificate requires the World for Zoom application downloaded.

What does Zoom actually see?

The World for Zoom application does not share any data with Zoom. The application sees your World ID App username and your Unique Human status. Nothing more.

Can I link multiple Zoom accounts?

One World ID can only be linked to one Zoom account at a time.