

Pay Eye Company Fact Sheet

PayEye sp. z o.o. is a Polish financial technology company based in Wrocław that develops biometric authentication technology for retail payments. The company launched pilot deployments of an iris-based payment system in 2020 and has since introduced a “fusion” approach **combining iris and face biometrics** with dedicated point-of-sale terminals branded eyePOS and a consumer mobile application. Our proprietary technology **powers secure identification and access across payments, government services, smart cities, and critical infrastructure**. Designed with user safety, data sovereignty, and operational scalability in mind, PayEye’s ecosystem enables fast, contactless verification: **without cards, passwords, or devices**.

Company history

- PayEye was established in 2019 in Wrocław, Poland, although Daniel Jarząb, the founder and current CEO, began working on the project in 2018.
- In mid-2020, the company launched public trials of an iris recognition-based payment service at selected merchants in Wrocław. In 2021 PayEye previewed the second generation of its hardware (**eyePOS 2.0**) at the GITEX Technology Week trade show in Dubai and announced a “fusion” modality combining iris and face biometrics.
- In June 2022 the company released “PayEye 2.0”, allowing remote activation of the mobile app via selfie and card linking, replacing the earlier in-person enrollment flow.
- On June 4th 2024, **Mastercard officially announced the launch of its cooperation with PayEye**, marking a significant milestone in payment technology. PayEye, a pioneer in biometric payments, became the first company worldwide to partner with Mastercard on a pilot program based on dual biometric authentication, combining iris and facial recognition (two-factor authentication) powered by advanced AI algorithms. This collaboration, part of the Mastercard Biometric Checkout Program, was rolled out on 6 June 2024 with retailer Empik and payments acquirer Planet Pay in Empik stores in Poland, marking the first European pilot of this innovative program. This payment method, which integrates both facial and iris biometrics, represents the most significant payment revolution since the introduction of NFC technology, offering a secure and seamless checkout experience.
- In 2024 PayEye entered into a **strategic partnership with Worldline** to develop and deliver next-generation payment solutions powered by biometrics.
- In January 2025 PayEye introduced **eyeID**, an age-verification and automated hotel check-in feature integrated with eyePOS terminals, first deployed at the Heron Live Hotel in Poland.

PayEye technology

PayEye has the world's most **extensively trained biometric AI engine, using the second-largest iris database globally**. This vast data, combined with advanced AI, delivers unmatched accuracy and reliability, even in challenging conditions like low light, eyewear, or partial facial occlusion. PayEye pioneered the integration of iris and facial biometrics for in-store payment terminals. This technology allows users to pay with a single glance at the biometric terminal: no card, phone, or PIN required. Combining iris and facial biometrics encodes over 1,000 unique user features for precise identification.

Prizes & Awards

- PayEye received a nomination for the Lower Silesian Griffin – Economic Award in the category: Award for an Innovative Business Idea/Development 2020.
- PayEye was recognized as a laureate of the 30 Creative Minds of Wrocław 2020 by the Wrocław Agglomeration Development Agency (ARAW)
- PayEye was distinguished as one of the 12 Most Promising Startups from Central and Eastern Europe (CEE) during Impact Finance'20, held in 2020 as part of the Singapore FinTech Festival.
- PayEye received the Polish Intelligent Development Award 2020.
- PayEye was featured in the 50 Most Creative People in Business 2021 ranking by Brief.pl in 2021, during the 11th edition of the awards.
- PayEye received a Distinction Award in the 24th edition of the Polish Product of the Future 2022 competition in the category: Product of the Future by an Entrepreneur 2022.
- PayEye won the Fintech Awards 2023 in the PayTech category. The award was presented during the third edition of the Fintech Summit Poland.
- PayEye received the Best Solution Award 2023 in the Data Economy Innovators Awards 2023.
- Daniel Jarzqb, CEO of PayEye, received an award in the Innovative Leader 2023 competition in the category Innovative Start-up, organized by Hexagon Network as part of the CEE Innovation & Investment Executive Summit.
- In 2024, the company received a distinction in the Innovations category at the prestigious Now Poland Award by the Polish Promotional Emblem Foundation.
- In the 2024 Cashless Pay plebiscite, PayEye won the award for the Most Interesting Payment Event 2024 for launching biometric tests as part of the Mastercard Biometric Checkout program.

Safety and security

PayEye's eyePOS 3.0 achieved a **100% success rate in FIDO Presentation Attack Detection (PAD) testing**, demonstrating unparalleled effectiveness in detecting spoofing attempts during biometric authentication. In protocol tests, **PayEye's solution resisted over 300 presentation attacks across 14 different attack types with 0 successful breaches.**

PayEye's eyePOS 3.0 **fully meets European two-factor authentication** regulations by combining biometric identity with a registered device. The terminals adhere to industry security and tamper-resistance standards, ensuring secure payments and protection against unauthorized access.

Company meets all major international security and compliance standards, backed by certifications such as Visa & Mastercard approvals, PCI DSS, EMVCo, FIDO, ISO 27001, ISO 9001, and full GDPR compliance. These credentials ensure that biometric solutions are secure, reliable, and trusted worldwide.

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