CHON to Introduce 'Nothing to Steal' Security Architecture That Keeps Personal Data Off Servers

CHON's CES 2027 Cybersecurity entry keeps identity data on users' devices and verifies users by mutual confirmation, not a database.



SEOUL, SOUTH KOREA, September 10, 2026 /EINPresswire.com/ -- CHON Inc., a South Korean digital trust company, today introduced "Nothing to Steal," the security architecture behind its relationship-based digital identity platform. Rather than protecting a central store of personal data, the architecture removes that store altogether: identity and relationship data stay on each user's smartphone, and verification takes place directly between devices. The platform has been entered in the CES 2027 Innovation Awards in the Cybersecurity category.

> For fifty years, security has meant building higher walls. We asked a different question: what happens if there is nothing behind the wall to steal?"
>
> *Keun-young Shin, Chairman of the Board, CHON Inc.*

Why higher walls have not stopped bigger breaches

Every major breach prompts organizations to add another layer of defense: firewalls, encryption, intrusion detection, two-factor authentication. Yet the scale of data breaches keeps growing. CHON attributes this to a structural problem rather than a lack of effort. As long as the names, national ID numbers, phone numbers, account details and passwords of millions of people sit in one place, that place remains a target, and the higher the wall, the more valuable what is behind it. Artificial intelligence has made the problem worse by giving attackers tools that probe those walls far more persistently than any human could.

Verification without a stored answer

Conventional authentication always keeps an "answer" somewhere. A password, a certificate, a

face or a fingerprint must be compared with an original held on a server. CHON's platform stores no such answer. Instead, a person's identity is established by a web of relationships: the people who know that person confirm, from their own devices, that the person is who they claim to be. Both parties must confirm a relationship before it becomes verified. The company calls this mutual authentication.

CHON's servers do not hold the content of those relationships. They do not know who is connected to whom or what has been exchanged, because there is no reason for them to. According to the company, three risks disappear at once: there is no personal data to leak, no password to steal and reuse, and no stored face or voice sample for AI to synthesize and defeat.

What changes for organizations

CHON expects the approach to shift security spending from "the cost of protecting data" toward "designs that do not hold data." An organization that never stores personal information faces no breach disclosure, regulatory fine or class action over that data. The relationship between people and organizations also inverts. Today a company holds a person's records and asks, "Is this you?" On CHON, the person holds their identity on their own device and the company requests confirmation.

The company has filed multiple patent applications in Korea and internationally covering the architecture, which it describes as relationship-based identity verification without personal data storage.

A layer, not a security product

CHON positions itself as an identity verification layer rather than a security vendor. The same structure operates every time the platform is used, whether a family clan member proves membership, a regular customer presents a digital membership card at a neighborhood restaurant, or a guest enters a seminar with a one-time pass. Users do not need to think about security, and organizations that adopt the platform never take on the burden of storing personal data. The company says extensions into financial services and enterprise access control are in preparation.

"If nothing is stored, nothing can be stolen, and a relationship cannot be synthesized. Those two facts are the whole of our security model," said Keun-young Shin, Chairman of the Board of CHON Inc. "Instead of joining the race to build a higher wall, we built a structure that does not need one."

About CHON

CHON Inc. is a South Korean technology company developing relationship-based digital identity and decentralized trust infrastructure. Under the principle "Beyond Identity. Verify Relationships.", CHON provides digital membership, event pass and album services for small businesses, organizations, schools and communities, all built on mutual authentication and the

company's "Nothing to Steal" architecture, which keeps personal data on users' own devices rather than on company servers. More information is available at chon.ai.

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