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PRESS RELEASE

Zetrix AI and China Academy of Information and Communications Technology Unveil Know Your Agent (KYA) Service to Bring Trust and Accountability to AI Agents

Cross-border pilot across the Middle East, Africa, China and ASEAN with results to be submitted for consideration in ongoing discussions on establishing global AI identity and accountability standards

Wuzhen, China, 5 November — Zetrix AI Berhad ("Zetrix AI"), in collaboration with the China Academy of Information and Communications Technology ("CAICT"), announced the launch of a Know Your Agent (KYA) service, to bring greater trust, transparency and accountability to the rapidly expanding world of AI agents.

Announced simultaneously at the World Internet Conference in Wuzhen, China, and the ICT Development Forum 2026 in Dubai, United Arab Emirates, the KYA service introduces a framework that enables AI agents to possess verifiable digital identities linked to businesses or personal users.

The KYA service is designed to allow businesses, governments and digital service providers to verify not only the identity of an AI agent, but also who it represents, what it is authorised to do and whether its actions fall within approved limits.

As AI agents increasingly access online services and execute transactions, organisations need a reliable way to distinguish authorised activity from rogue or unauthorised actions. The KYA service addresses this trust gap by combining verifiable credentials with explicit delegated permissions and checks before protected actions proceed.

"AI is entering a new era where intelligent agents will increasingly make decisions, interact with businesses and execute transactions independently. Greater autonomy must come with greater accountability. The question is no longer just what AI can do, but who is responsible for what it does. Through Zetrix AI's KYA service, we are working towards a future where every AI agent can be identified, every permission can be verified and every action can be traced to an accountable owner. This is fundamental to building the confidence needed for AI to operate at scale across businesses, governments and borders," said TS Wong, Group Managing Director of Zetrix AI.

The launch includes a planned cross-border pilot involving organisations in the Middle East, Africa, China and ASEAN. The pilot will evaluate how agent identity and authorisation can be recognised across jurisdictions while preserving local control over identity systems and trust decisions. The results of the pilot will then be submitted to the International Telecommunication Union (ITU), IEEE and other Standard Development Organizations (SDOs) for consideration in the ongoing work and conversations on establishing global AI identity and accountability standards.

With AI agents becoming more deeply integrated into everyday digital activities, the ability to establish trusted identities and verifiable authority could become an essential foundation for their widespread adoption.

“As Agentic AI assumes greater responsibilities, the need for KYA services will continue to rise. It is our expectation that this joint service with Zetrix AI will help foster a cross-border trusted network enabling interoperable Agentic AI around the world,” said Xiaoyu YOU, Head of International Department, ASTRON network, CAICT.

Through the KYA service, Zetrix AI and CAICT aim to help lay the groundwork for a future in which AI agents can operate with greater independence, while remaining identifiable, accountable and trusted across borders.

Building Trust in an AI-Driven World

AI agents are increasingly being built today to perform tasks that previously required direct human involvement, from managing digital services and accessing business information to facilitating payments and interacting with other AI systems. While these capabilities promise significant improvements in productivity and efficiency, they also introduce new risks.

Without reliable identity verification and clearly defined authority, organisations may struggle to distinguish legitimate AI agents from unauthorised systems, determine the limits of an agent's permissions or establish accountability when something goes wrong.

Zetrix AI's KYA service seeks to address these challenges by introducing a verifiable identity and authorisation framework for AI agents, creating a foundation for more secure and responsible autonomous interactions.

Unlike conventional digital identity systems that primarily verify human users, KYA extends identity verification to AI agents themselves, linking each agent to a verified owner and establishing clear boundaries around its activities.

The KYA service builds on W3C Verifiable Credentials and incorporates AvatarLabs' Agentic Wallet technology to manage digital credentials, verify delegated permissions and maintain evidence of agent activity.

Giving AI Agents an Identity and Clear Boundaries

At the heart of the KYA service is a simple but effective principle that AI agents should be able to act independently, but never without clearly defined authority and accountability. The KYA service will assign each participating AI agent a verifiable digital identity linked to an authenticated individual or organisation.

Owners can establish specific permissions governing what an agent is allowed to do, including which services it can access, what information it can use, who it can transact with and how much it is permitted to spend. For example, a business could authorise an AI agent to process payments to approved suppliers within a specified spending limit, while requiring human approval for transactions exceeding that amount.

Similarly, an AI agent accessing government or enterprise digital services could be required to demonstrate its identity and authorisation before gaining access to protected information.

The KYA service is also designed to ensure that when an AI agent delegates tasks to another agent, the delegated authority cannot exceed the permissions originally granted. Permissions can be revoked, while signed records of agent activity provide an auditable trail to support accountability.

By combining identity verification, permission controls and cryptographic evidence, the KYA service aims to enable organisations to embrace the benefits of autonomous AI without compromising security, privacy or oversight.

Taking AI Trust Beyond Borders

Recognising that AI agents will increasingly operate across international markets, Zetrix AI and CAICT are also planning a cross-border pilot to test how verifiable AI identities and permissions can be recognised across different jurisdictions. The proposed pilot will involve participating organisations from the Middle East, Africa, China and ASEAN, subject to confirmation.

It will explore practical applications in areas such as cross-border trade, digital payments, government services and interactions between autonomous AI agents. A key objective is to demonstrate how AI agents can operate across different national identity ecosystems while respecting local regulatory requirements, data protection considerations and jurisdictional control.

The pilot will evaluate the effectiveness of identity verification, permission enforcement, revocation mechanisms, privacy safeguards and accountability records in real-world cross-border environments. By testing these capabilities across multiple jurisdictions, the initiative seeks to establish practical foundations for greater interoperability and trust in the global AI ecosystem.

Contributing to the Future of International AI Standards

Beyond the immediate launch today, the initiative is also intended to contribute to international efforts to develop common approaches to identity, trust and accountability for autonomous AI.

Zetrix AI and CAICT plan to jointly submit findings from the cross-border pilot to the International Telecommunication Union's Telecommunication Standardization Sector Study Group 17 (ITU-T SG17), through its Focus Group on Trust and Identity for Humans and Agentic AI (FG-TIDA).

The submissions are expected to include implementation findings, cross-border use cases and recommendations relating to agent identity verification, delegated authority and accountability. These contributions are intended to support ongoing international technical discussions and pre-standardisation efforts, subject to the applicable ITU processes.

Organisations interested in participating in the pilot can contact agentid@avatarlabs.si .

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About Zetrix AI Berhad

Zetrix AI Berhad ("Zetrix AI"), formerly known as MY E.G. Services Berhad, is leading the way in the deployment of blockchain technology and artificial intelligence in powering the public and private sectors across ASEAN. Headquartered in Malaysia, Zetrix AI started operations in 2000 as a pioneer in the provision of electronic government services and complementary commercial offerings in its home country. Today, it has advanced to the forefront of technology transformation in the broader region, leveraging its Layer-1 blockchain platform Zetrix and embracing the convergence of Web3, AI and robotics to enable optimally-efficient, intelligent and secure cross-border transactions, digital identity interoperability and automation solutions that seamlessly connect people, businesses and governments.

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