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Malcolm Crompton

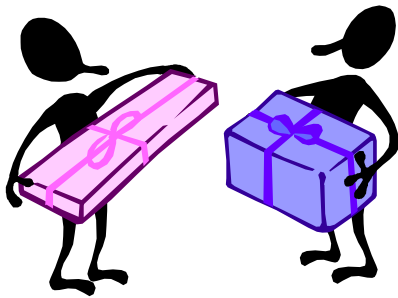
Dealing with the Digital Dilemma

Dodging digital exhaust while delivering trust

Privacy and Anonymity for the Digital Economy

*London, UK
15 June 2012*





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ID management: everyone's at it

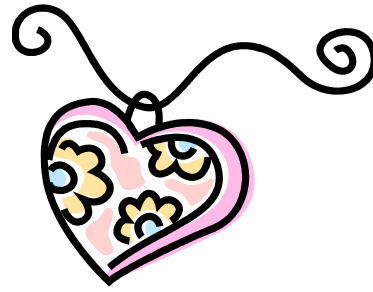
- We want (and need) to know about each other



You must be **21** years old
to enter this site.

MM	DD	YYYY
month	day	year

- The online environment has complicated things

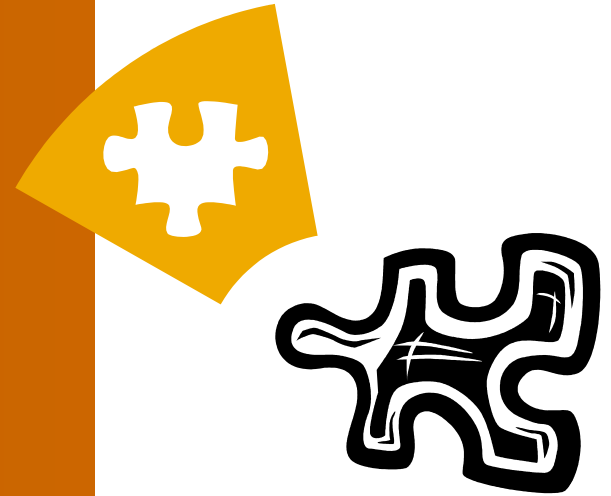


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The problem today

- Clunky solutions based on token necklace
- Lack of consistency between sectors
- Overlooking risks to the individual

What we need: solutions that work in the real (and complex!) world





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Trusted identities framework

“... [C]onsists of participants, policies, processes and technologies required for trusted identification, authentication and authorisation across diverse transaction types...”

– NSTIC, ‘Enhancing Online Choice, Efficiency, Security, and Privacy’

April 2011

The wheels are in motion...

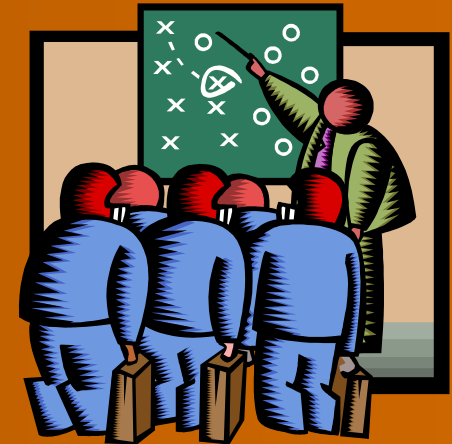




A framework of frameworks

Fundamental principles and standards to ensure:

- Consistency
- Cooperation
- Interoperability
- Extensibility
- Safety
- Future proofing



The challenge: ensuring flexibility while at the same time having enough specificity



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Public-private collaboration

Approach varies globally but often includes:

- Operationally
 - Private sector as key driver and operator
 - Government as supporter and facilitator
- Transactionally
 - Each party has data that the other doesn't have but is likely to need



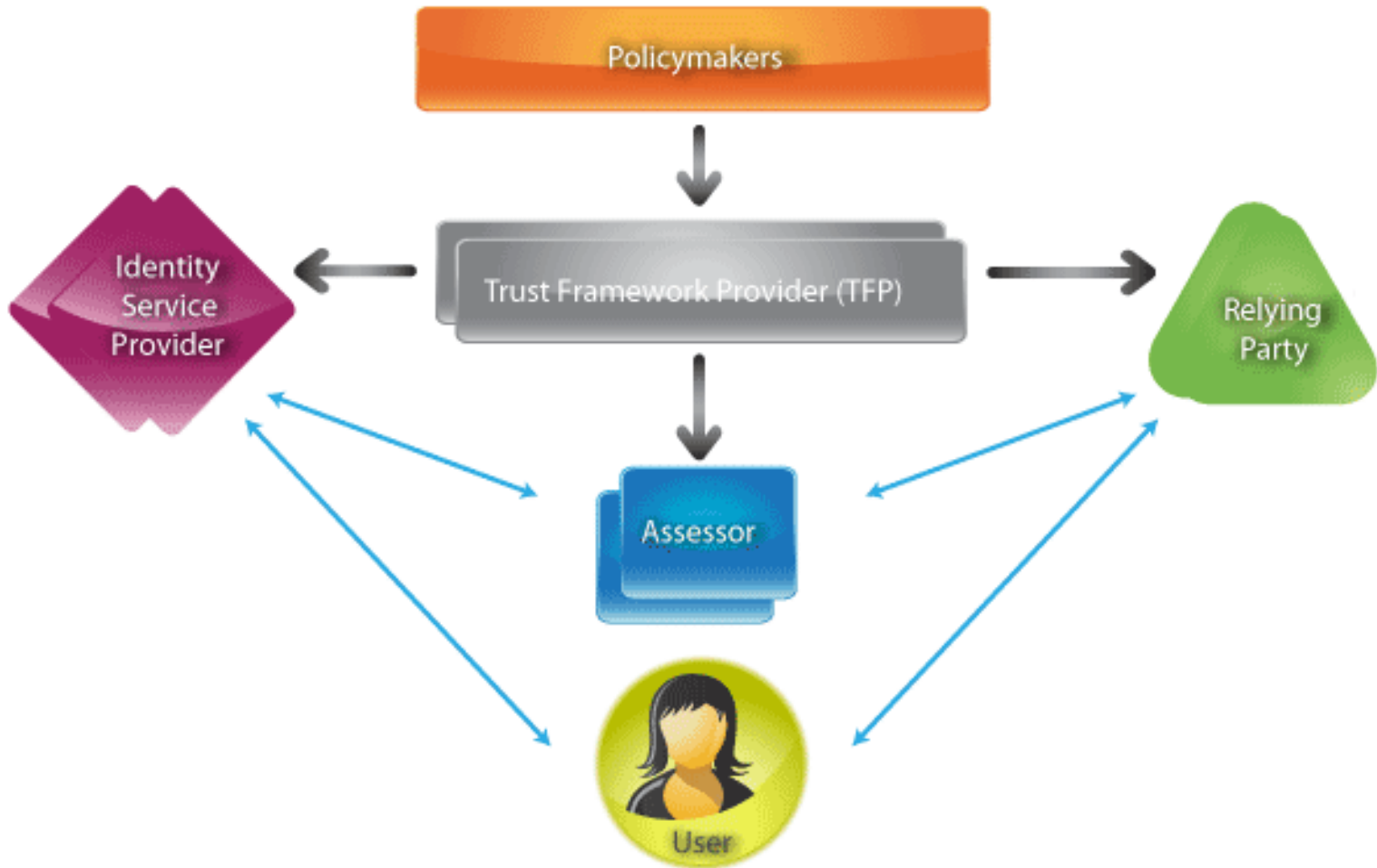


A trusted identities ecosystem

Breaks up aspects of identity management into different roles

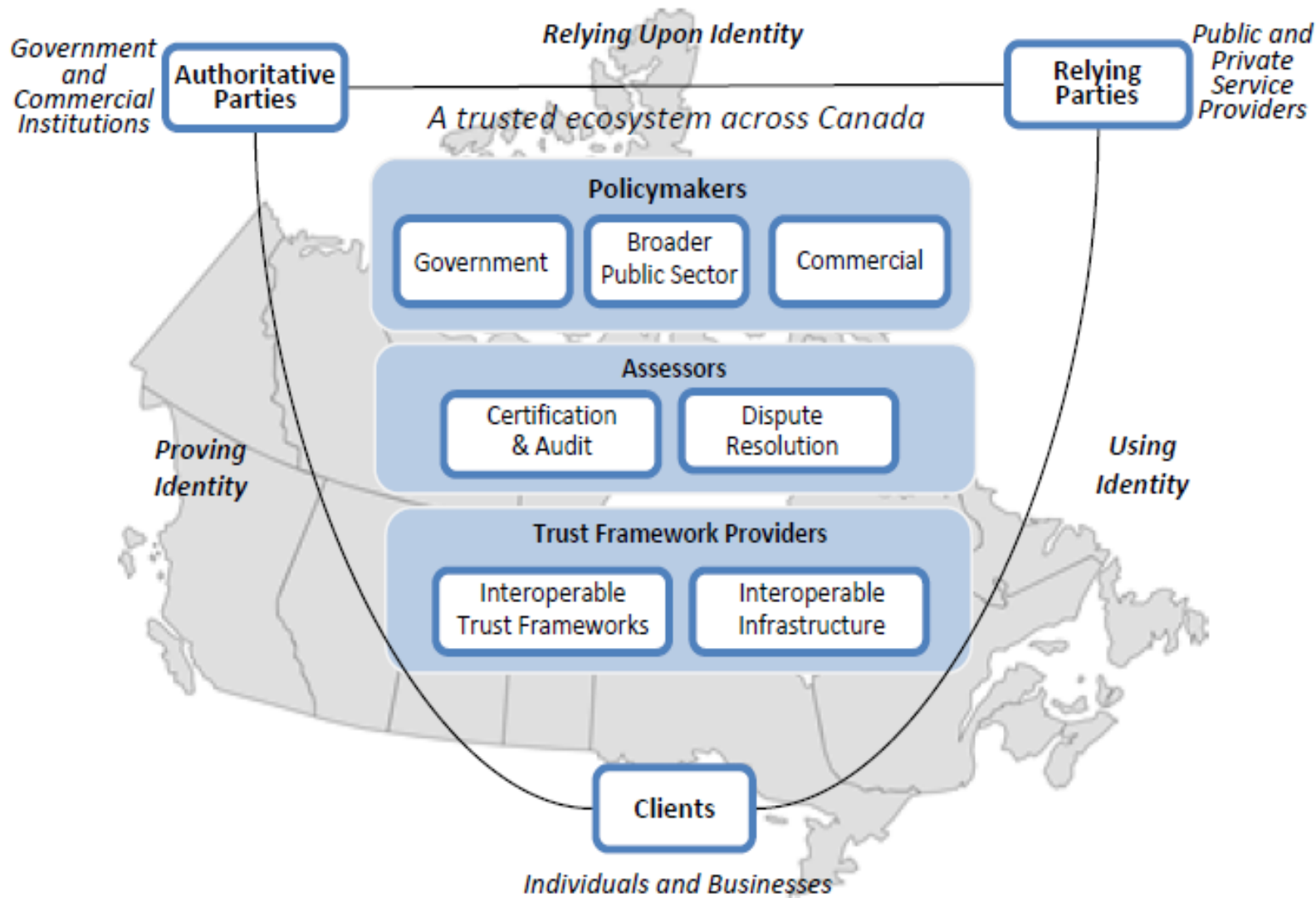
- Attribute providers – trusted curators of quality data
- Identity providers – brokers of identity attributes between attribute providers, individual and relying parties
- Platform providers – enables individual to control the process any time any place
- Relying parties – people who need be assured of trustworthiness of an individual or entity
- Accountability agents – assessors of participants

Open Identity Exchange

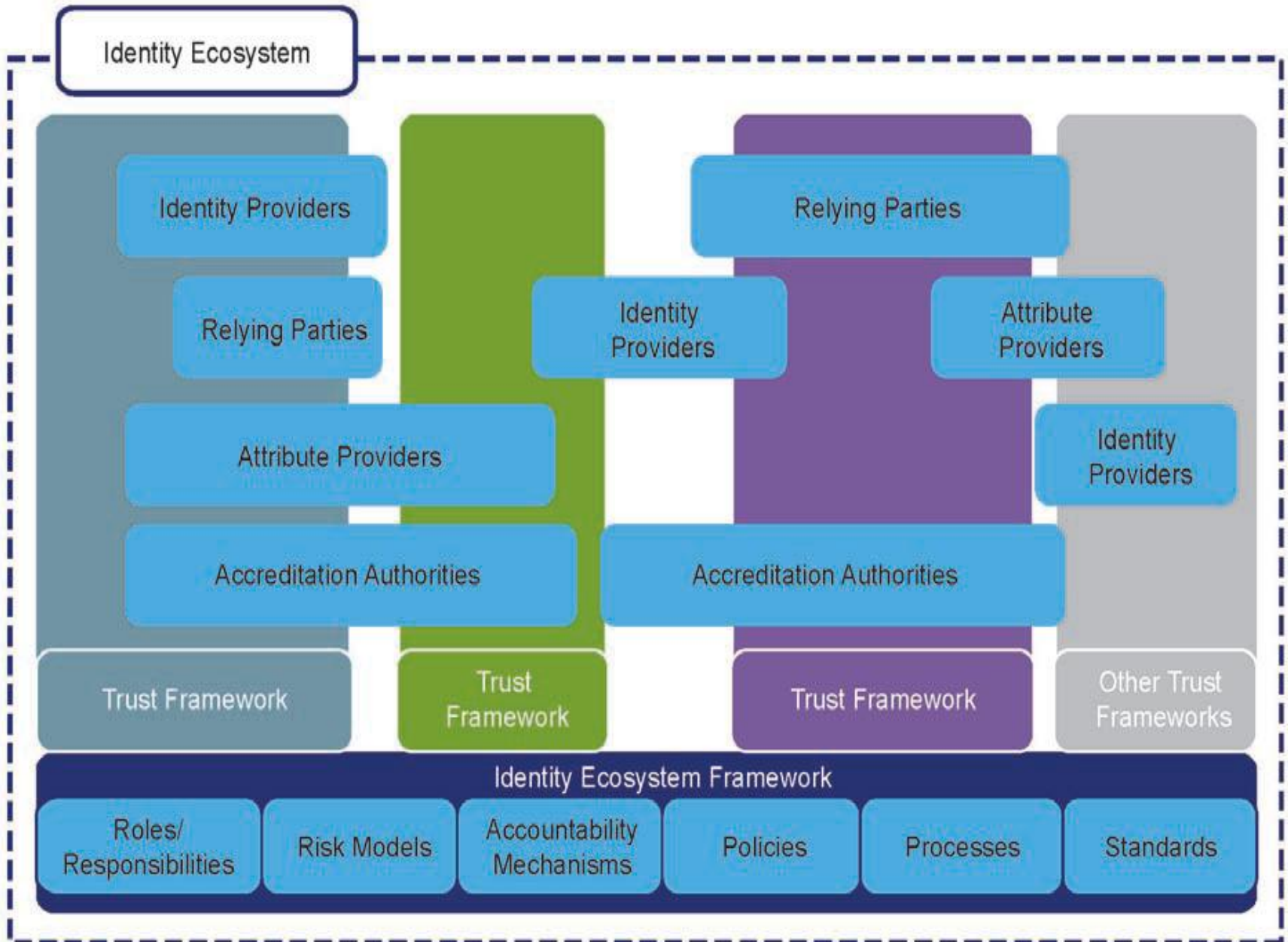


- ➔ Contracts with the Trust Framework Provider for implementing requirements set by Policymakers
- ↔ Other agreements potentially affected by requirements set by Policymakers

Canada



NIST



When ID management is done right...

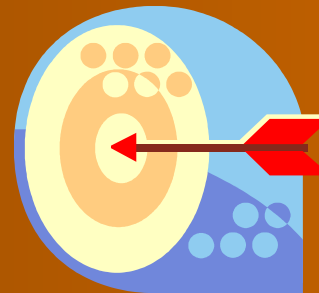
For individuals:

- Improved access and confidence in online services
- Greater convenience
- Enhanced security and privacy



For businesses:

- Increased efficiency of transactions, lower costs
- Increased consumer confidence
- Improved security
- New commercial opportunities



For governments:

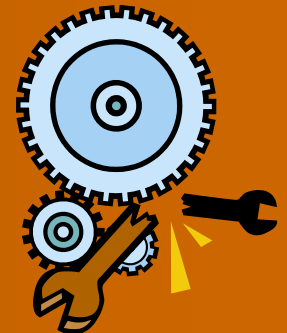
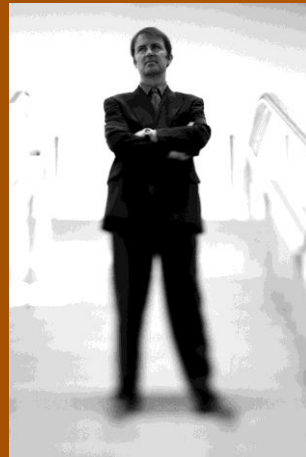
- Improved and lower cost of service delivery
- Provision of security for citizens
- Creation of new commercial and employment opportunities

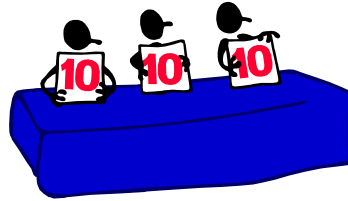


Guiding principles: Safety in NSTIC

1. Privacy enhancing
2. Innovation
3. Confidence
4. Choice

5. Efficiency
6. Convenience
7. Security
8. Ease-of-use





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Back to basics: user-centricity

- Transparency
- Control
- Accountability
- Data minimisation
- Reduce trackability

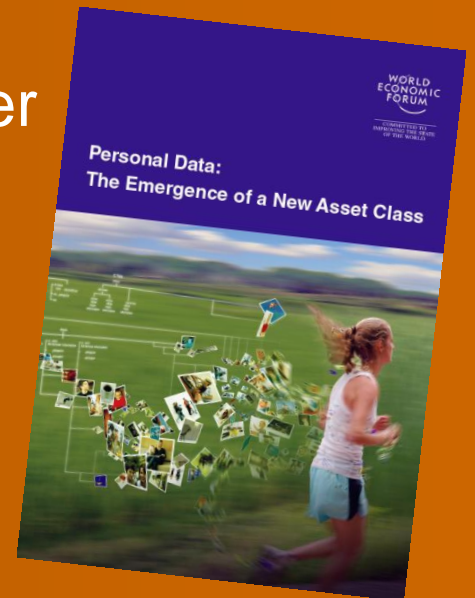


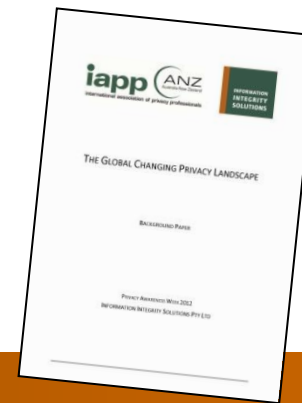


Dodging digital exhaust

1. **Volunteered** – explicitly shared, eg social media
2. **Observed** – recording actions of individuals, eg location technology, online tracking
3. **Inferred data** – based on analysis of other data, eg credit scores, Big Data
4. **'Hidden' data** – information exchanged behind the scenes, eg data brokers, law enforcement

Personal data is the New Asset Class ...
but it's not a free-for-all





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All the while, legal frameworks change

2011/2012 has seen accelerating developments:

- Australia – long-awaited privacy reforms introduced into Parliament
- New Zealand – credit reporting codes and review of its Privacy Act
- Asia – new privacy laws in Vietnam, South Korea and India; new laws coming in Taiwan, Malaysia, the Philippines and Singapore; AND rumbles in China
- The two major players: EU and the US...





European Union

Draft General Data Protection Regulation

- Released January 2012
- One law for the entire EU
- Substantial changes:



Consent	Extraterritorial application
Accountability of processors	Significant penalties
Mandatory privacy officers	The 'right to be forgotten'
Data breach notification	The right of portability



United States

Blueprint for protecting consumer data privacy and promoting innovation in the digital economy

- February 2012
- Consumer Privacy Bill of Rights
- Development of opt-in, enforceable Codes of Conduct for companies

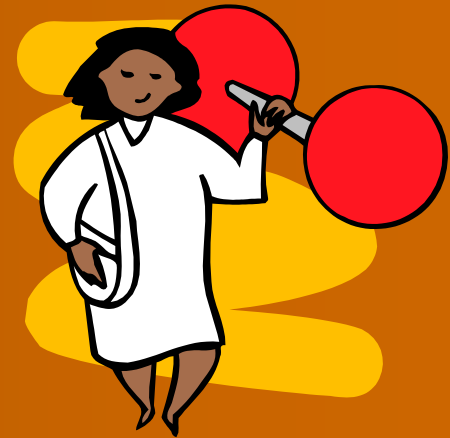
Final Report on Protecting Consumer Privacy by Federal Trade Commission

- March 2012



The global regulatory trend

- Greater empowerment of individuals
- Increased accountability for data users and processors
- Focus on tracking and reasonable limits on collection/use





BUT The right way must be the easy way

- Privacy and security without usability will *not* work



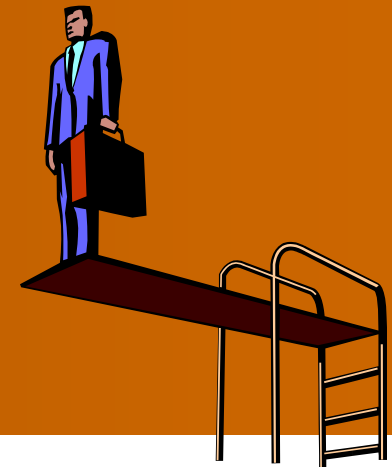
- Too often the right way has been the hard way (and the wrong way was too easy!)





Practical and lateral thinking is the key

- Too many features may adversely affect usability
- Obsession with choice as the only privacy tool may kill the business proposition and the user
- Overemphasis on security may make things *less* secure





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Get with the (new) program!

- Identity management is serious business
- Your future prospects depend on understanding current policy and regulatory trends
- User-centricity is the key to ensuring commercial success, privacy and security
- Practical and lateral thinking will give you the edge.



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