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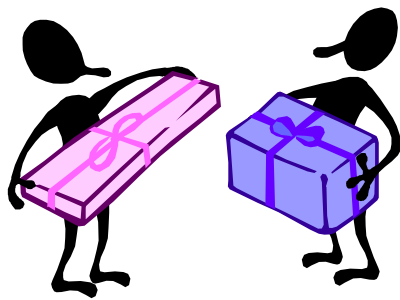
# Malcolm Crompton

## Dealing with the Digital Dilemma

Dodging digital exhaust while delivering trust

*Darmstadt, Germany  
21 November 2012*





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# ID management: everyone's at it

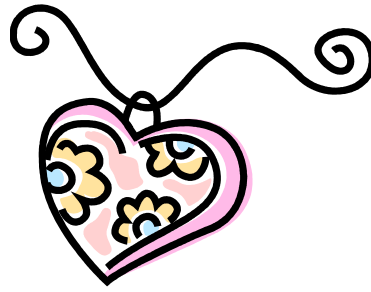
- We want (and need) to know about each other



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

MM	DD	YYYY
month	day	year

- The online environment has complicated things

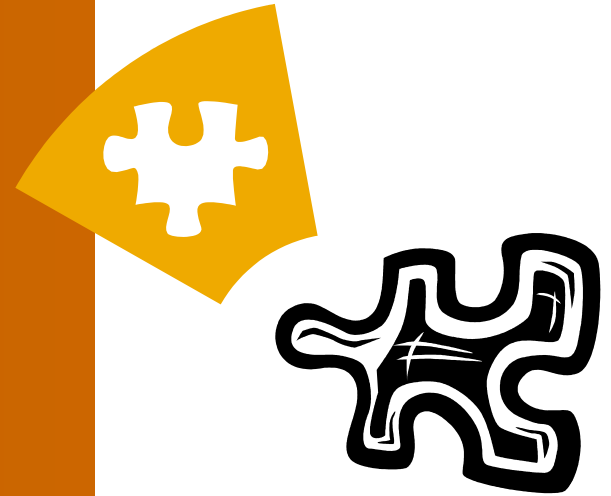


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## The problem today

- 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...

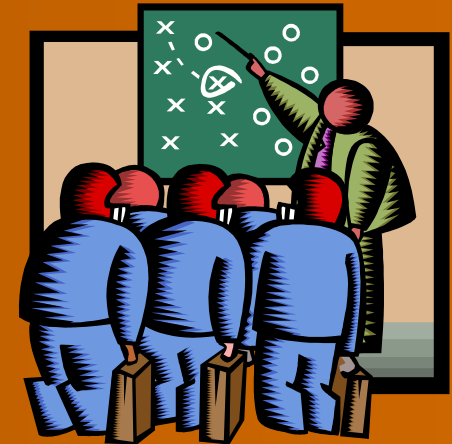




# A framework of frameworks

Identification of fundamental principles and standards to ensure:

- Consistency
- Cooperation
- Interoperability
- Extensibility
- Future proofing



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

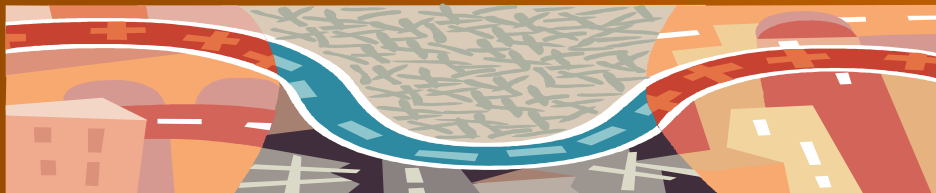




# Public-private collaboration

Recognition that cooperation is needed:

- 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



Within the Identity Ecosystem, an individual:

- Obtains a unique credential or attribute claim from an **identity provider**
  - For higher levels of assurance, the provider validates the subject's physical identity
- Presents to the **relying party** only the credentials/attributes necessary to complete the transaction, without the need for the identity provider to know what's happening
- For example...

# When ID management is done right...

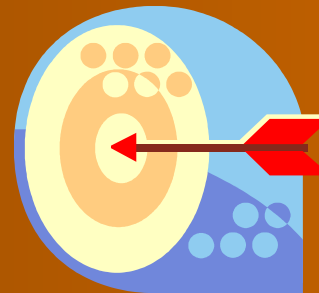
## For individuals:

- 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

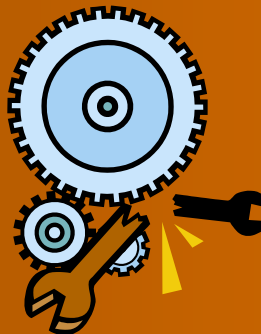




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# Guiding principles

1. Privacy enhancing
2. Innovation
3. Confidence
4. Choice
5. Efficiency
6. Convenience
7. Security
8. Ease-of-use





# Rethinking privacy

“Default constraints on streams of information ... seem to respond not to social, ethical, and political logic but *to the logic of technical possibility*: that is, whatever the Net allows”

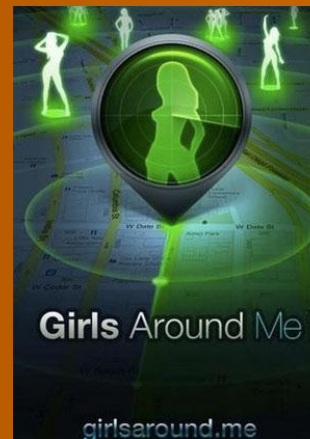
– Helen Nissenbaum, ‘[A Contextual Approach to Privacy Online](#),’ 2011

Both privacy and security are at risk when our focus is overly narrow!

Example: Girls Around Us

facebook

foursquare





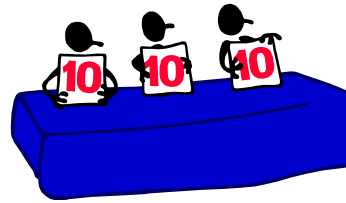
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# Dodging digital exhaust

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 currency of the digital world, but it is not a free-for-all...



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# Back to basics: user-centricity

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



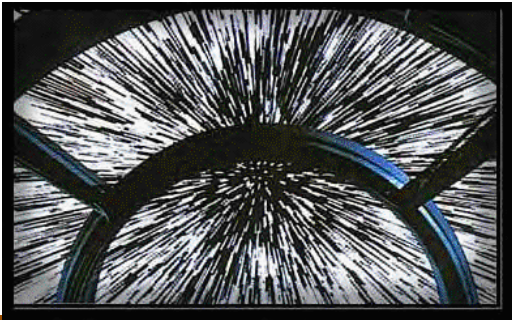
# Making the right way, the easy way

- 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!)





# Meanwhile, in the regulatory sphere...

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, Singapore, and India; new laws to come in Taiwan, Malaysia and the Philippines
- The two major players: EU and the US...







# European Union

Proposed **Draft Regulation** for the protection of individuals and their personal data

- One law for the entire EU
- Substantial changes:



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



# United States

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

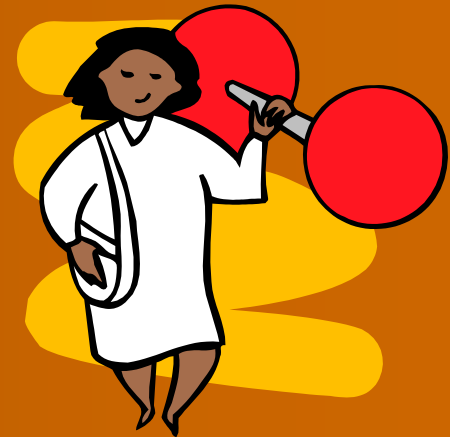
- Consumer Privacy Bill of Rights
- Development of opt-in, enforceable Codes of Conduct for companies

Federal Trade Commissioner's report on protecting consumer privacy



# The global regulatory trend

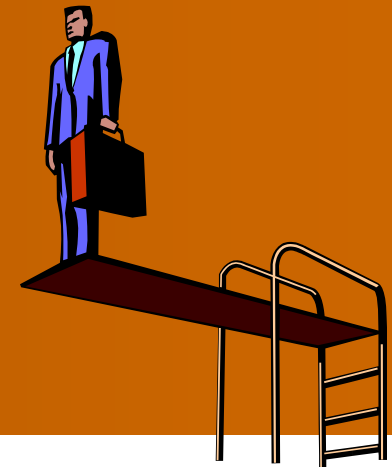
- Greater empowerment of individuals
- Increased accountability for data users and processors
- Focus on tracking and reasonable limits on collection/use





# Practical and lateral is the key

- Too many features may adversely affect usability
- Obsession with privacy may kill the business proposition
- 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



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