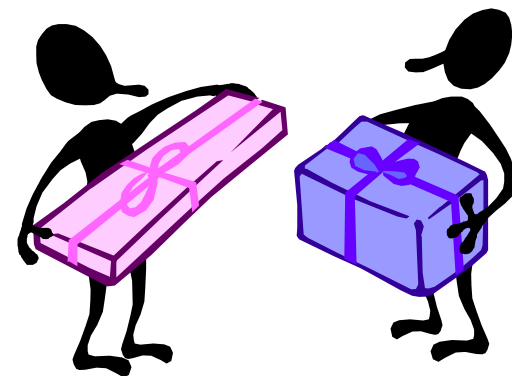


Malcolm Crompton &
Robin McKenzie

Creating Trust in Digital Identity: A Story of Grappling with the Hydra and Shifting Power

Report on evolving privacy landscape

Paris
2 December 2010



Digital Identity Management: Managing Risks and Creating Trust

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The internet has no 'identity layer' yet relies on claims about identity more often than ever was the case in the real world

These claims usually require authentication
But by whom? What are the implications?



Examples:

1. Single Source of Truth
2. Federated Approach



Parties in such solutions include:

- The individual making the claims
- The relying party (eg, a government, bank, etc)
- Assistants (claims authenticator; trusted intermediary)

However...

The Identity Management Hydra: A Digital God?

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Khalim Hydra
Too much reliance
on managing
organisational risk

Individuals losing
control over their
digital identities

Lack of interoperability

Failure to match
digital identity to the
appropriate context

More information
than necessary is
exchanged

Tracking of individuals
unrelated to identity
management

Difficulty understanding
system design

Centralised systems
creating a honey pot
of information

This is why trust is still missing in the digital world:
Too much power in the hands of entities *other than* the individual

Key Principles for Digital Identity

- More power in the hands of the individual or ‘user’ – a ‘user-centric’ approach
- Recognition that multi-faceted risks require multi-faceted and practical solutions – technology or law *alone* will not solve the trust problem
- A recognised structure of ‘layers of defence’ can appropriately allocate and mitigate privacy risks:

‘Business as usual’ good practice, including education, process and culture change

Additional law where risks are particularly high

Technology, including design limits on information collected, what can be connected and who can see what

Governance, including transparency and accountability

Safety mechanisms, including complaints mechanisms

New Forms of Digital Identity

- For many, digital identity is not just a user name and password – it also encompasses ‘reputation’ and how they are perceived, both online & offline
- Mechanisms to establish trust involving drawing together ‘grains of truth’ is already being used today; Big Data:
 1. Dispensing with credentials
 2. Dispensing with enrolment
 3. Harnessing the power of accumulated reputation



But still the Hydra of Permanence...



“[Forgetting]... anchors us to the present, rather than keeping us tethered permanently to an ever more irrelevant past”

– Viktor Mayer-Schönberger

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