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***Forget IdM - I Want UM!***

OECD Workshop  
on Digital Identity Management  
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# Introduction

- EPG brings together corporates, government departments and academia, collaborating on best practice in the handling of personal information
  - Members include the likes of HM Treasury, TfL, DCA, HP, Microsoft, Sun Microsystems, the LSE
- Interests include ID Cards, identity theft, road pricing, data sharing, privacy standards and RFID technologies
- *The views expressed in this presentation do not necessarily reflect those of EPG's Member organisations*





# The success of federated identity

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- We have a range of federated identity systems, standards and technologies available to us
- Banks, telecomms companies, IT vendors and academic institutions have been successful adopters of federated systems
- The technology is proven, robust, and plenty of it is freely available
- So why aren't population-scale identity management schemes commonplace?
  - we have ID schemes, but these generally serve the state, not the citizen
  - enrollment is a really big problem!



# So what is identity management?

- “Systems and controls that create trust by determining the entitlement of an individual or machine to transact within an environment, and assigning limits of liability in the event of a transaction failure.”
- The important issues here:
  - *entitlement*: whether the individual can have access to the service they request
  - *transact*: when you break down all online services, they can be viewed as individual transactions
  - *limits of liability*: possibly the most important aspect of trust is understanding what happens when things go wrong



## Stop saying 'identity management!'

- We've spoken about 'identity', but in most cases this isn't what we mean
  - immigration officers only want to know if I can pass
  - security wish to know if someone's a terrorist
  - shopkeepers don't care who the cardholder is
- Nor do we wish to manage that identity
  - is this person in our system?
  - are they unique? Are they claiming multiple IDs?
  - are they who they claim to be?
- 'Identity theft' just confuses things further
- Most states neither have population-scale identity nor management!



## So what do we want?

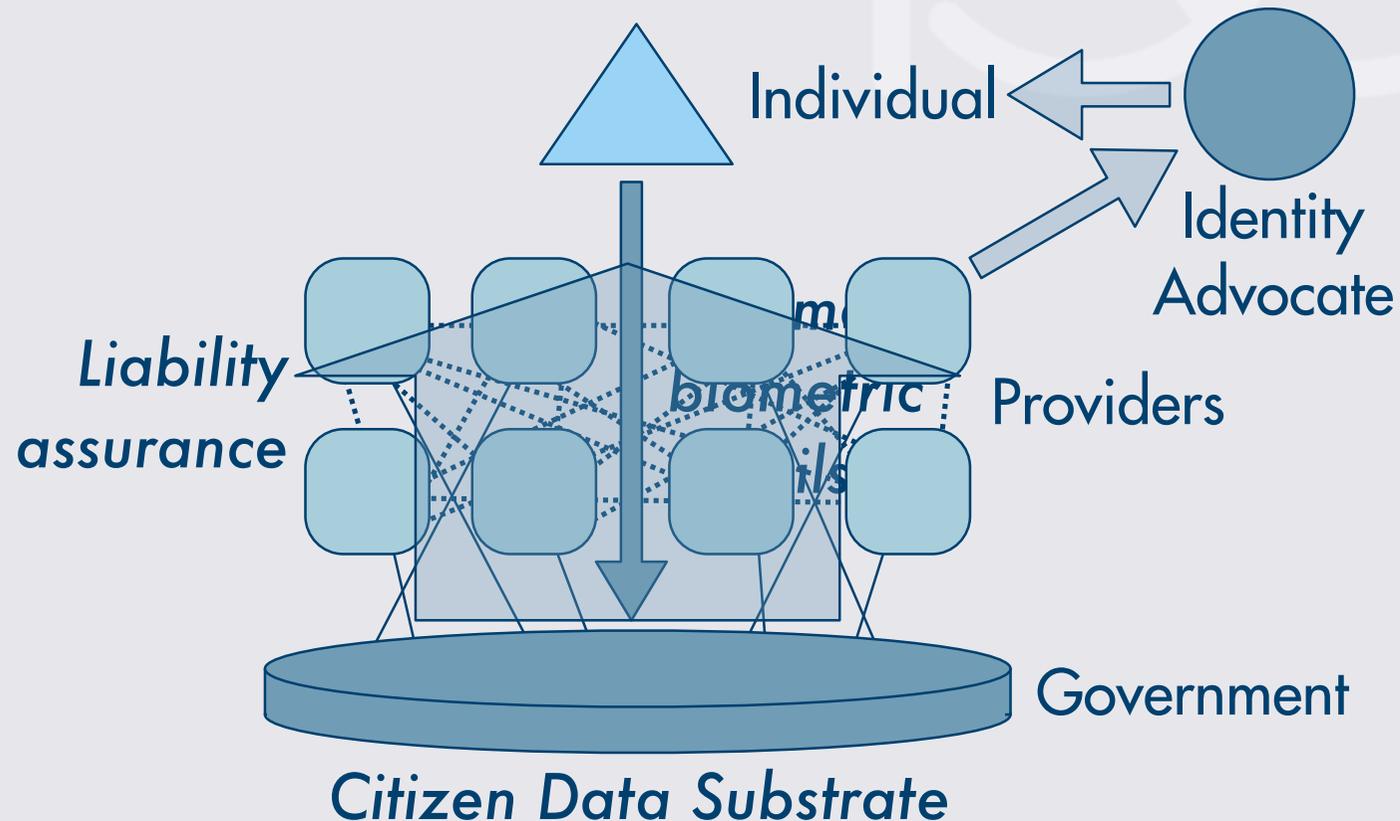
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- Consumers don't want identity management in the way that many governments and big organisations do
  - business cases seem to overlook the consumer
  - most of the benefits go to the governments and organisations implementing the schemes
  - current implementations seem to focus on shifting liability away from the providers driving the schemes
  - consumers end up revealing more data, not less
  - governments adopt a binary approach to identity, generally eschew reputational/risk methods
- From the consumer perspective, we should be thinking about identity *assurance*, not identity management



# Creating identity assurance

- So how do we create a population-scale identity assurance scheme?





# Making it happen

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- Governments need to take the lead in creating a “Citizen Data Substrate”
  - ‘put their money where their mouth is’ and offer pre-defined levels of liability against fraud arising from duplicate entities in the register
- Industry can federate existing schemes with trust underpinned by the Government guarantee
- Individuals retain control of their data and have assurance provided by Advocates
- “Uniqueness Management” will be key to the future of population-scale Identity Management

# Enterprise Privacy Group

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