

BUILDING 信賴 IN ONLINE IDENTITY

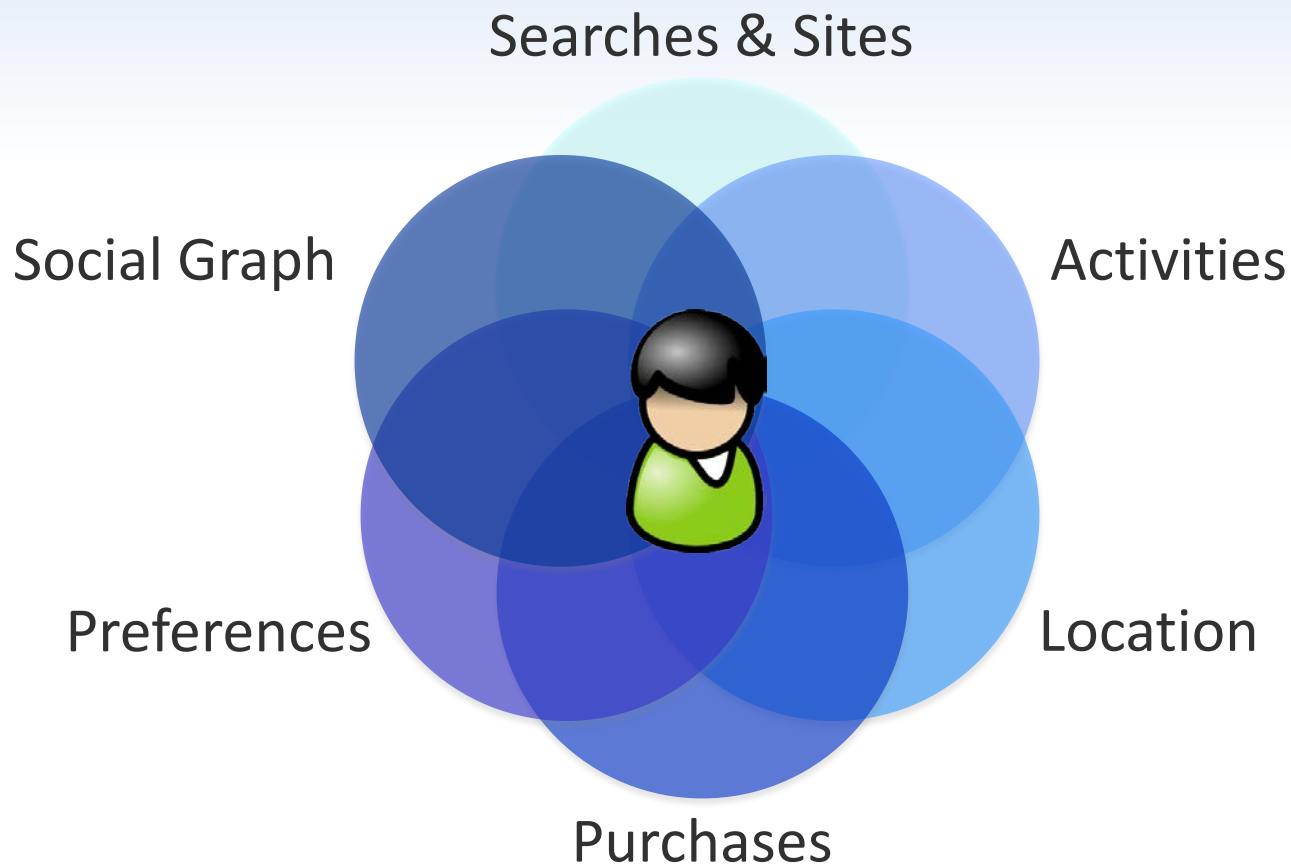
Japan Identity & Cloud Summit

IDENTITY DATA LEVERAGE



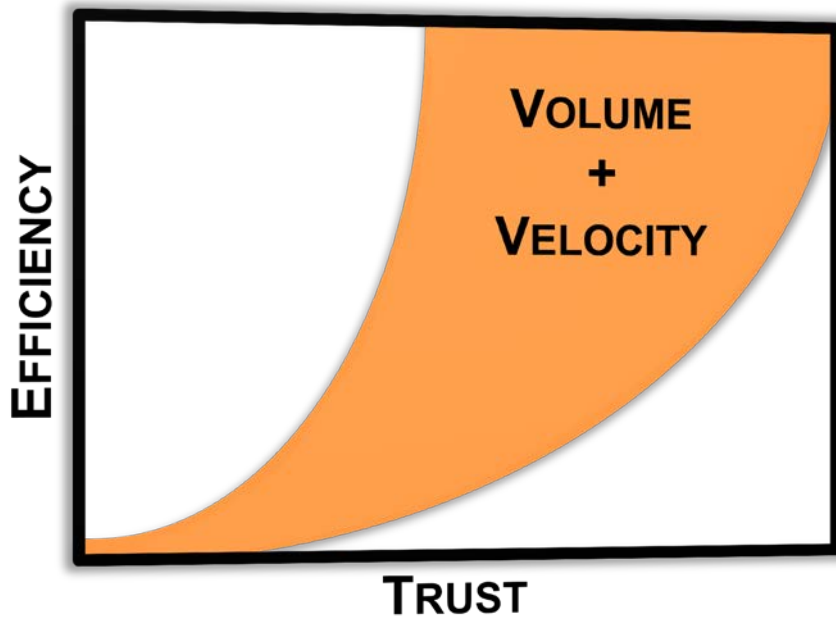
"It's free, but they sell your information."

IDENTITY DATA LEVERAGE



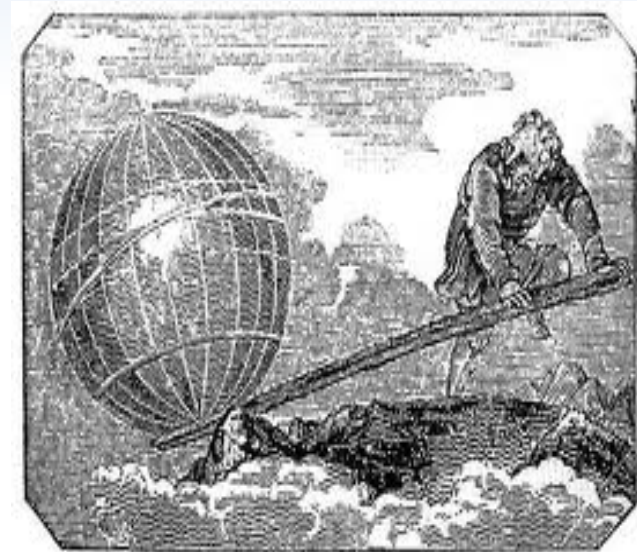
MARKET LEVERAGE

Markets gain leverage when there is trust between participants—when actions are reliable & repeatable.



FINANCIAL LEVERAGE

Banks evolved to create **financial leverage** – better known as **credit**



DATA LEVERAGE

With the internet,
mobile phones, social
networks, and ad
networks, a powerful
new form of leverage
is emerging...



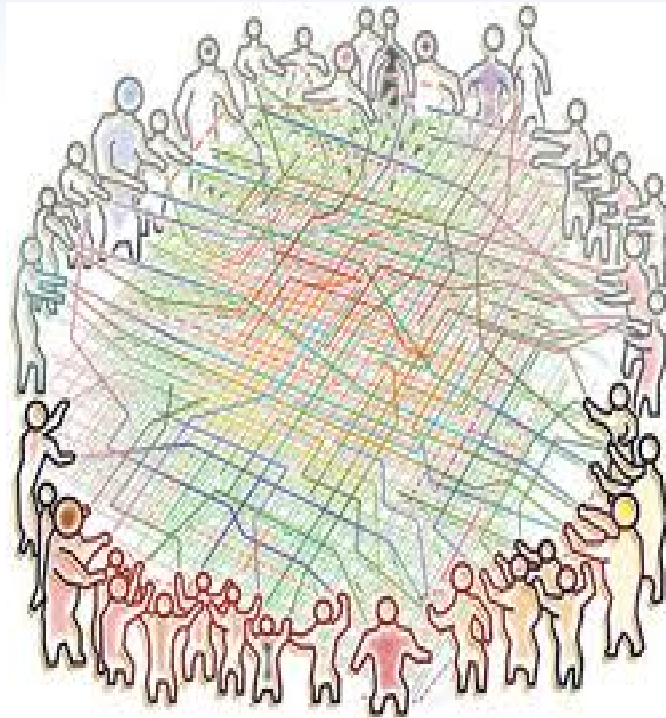
...data leverage

WHAT IS FINANCIAL LEVERAGE?



Providing **reliable shared access to capital** for use by **multiple parties** with **minimum friction**

WHAT IS DATA LEVERAGE?



Providing **reliable shared access to data** for use by **multiple parties** with minimum friction

STANDARDS ENABLE LEVERAGE

Financial leverage required **standardizing the rules & tools of exchange** to produce a reliable system trusted by stakeholders



STANDARDS ENABLE LEVERAGE

Data leverage also requires **standardizing the rules & tools of exchange** to produce a reliable system trusted by stakeholders



TOOLS & RULES



Technology “tools” can be open identity standards (e.g. OpenID Connect, Account Chooser, Backplane, etc.)



Policy or business “rules” can be legal duties, regulations, or business terms that govern use of identity data (e.g. privacy protections, liability, etc.)

TOOLS & RULES



Open ID Foundation

- Global non-profit organization
- Market leaders focused on internet identity technology tools
- Developing, promoting & advancing OpenID standards
- Protecting intellectual property, brand & trademarks

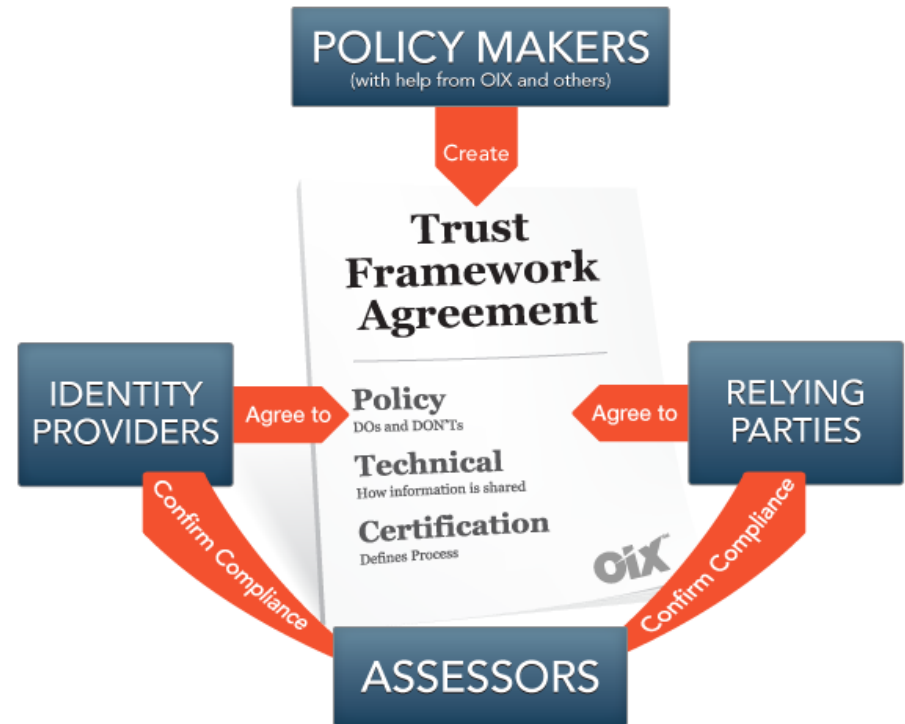


Open Identity Exchange

- Global non-profit trade organization
- Market leaders from competing business sectors
- Driving the expansion of existing & new online services
- Jointly funding pilot projects , legal & policy research

TOOLS + RULES = TRUST

A new approach combines technical “tools” with legal “rules” into **trust frameworks**



EXAMPLE TRUST FRAMEWORK

A trust framework is equivalent to the **standard form contracts** used in industries such as the **payment card industry (PCI-DSS)**



EXAMPLE TRUST FRAMEWORK

VISA

Issuing bank



Merchant bank



Cardholder



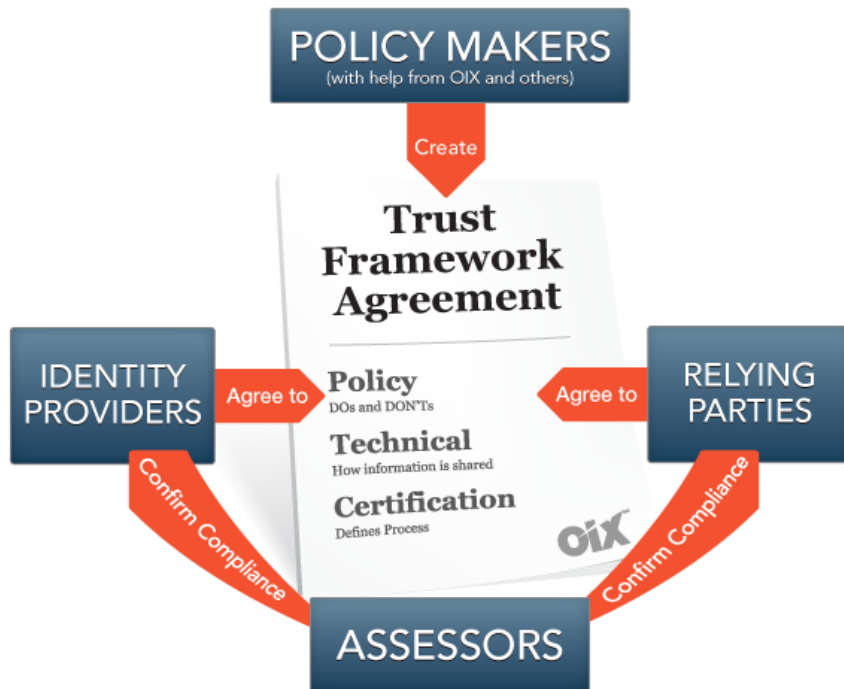
Credit Card
Trust Framework



Merchant

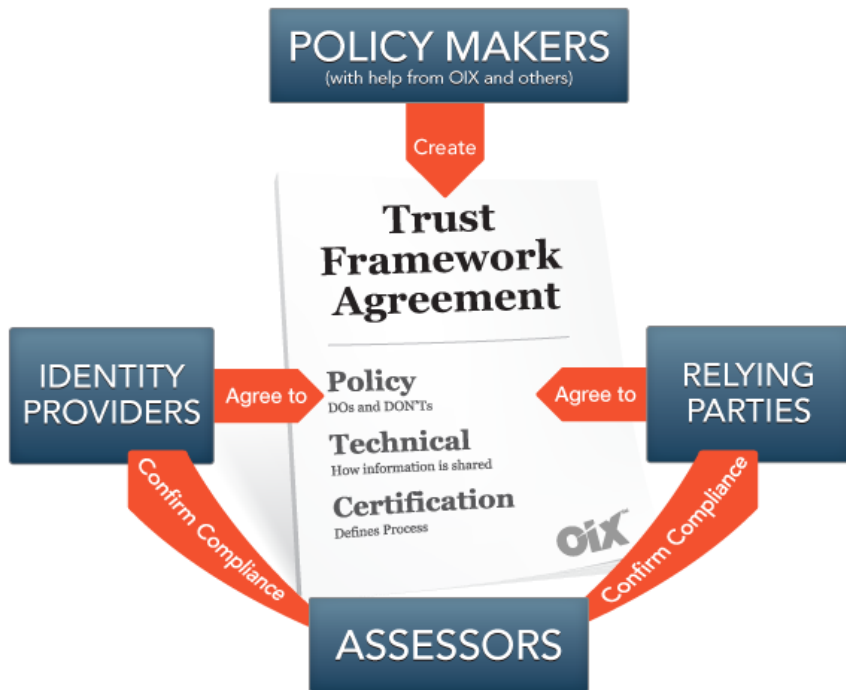


HOW TRUST FRAMEWORKS HELP



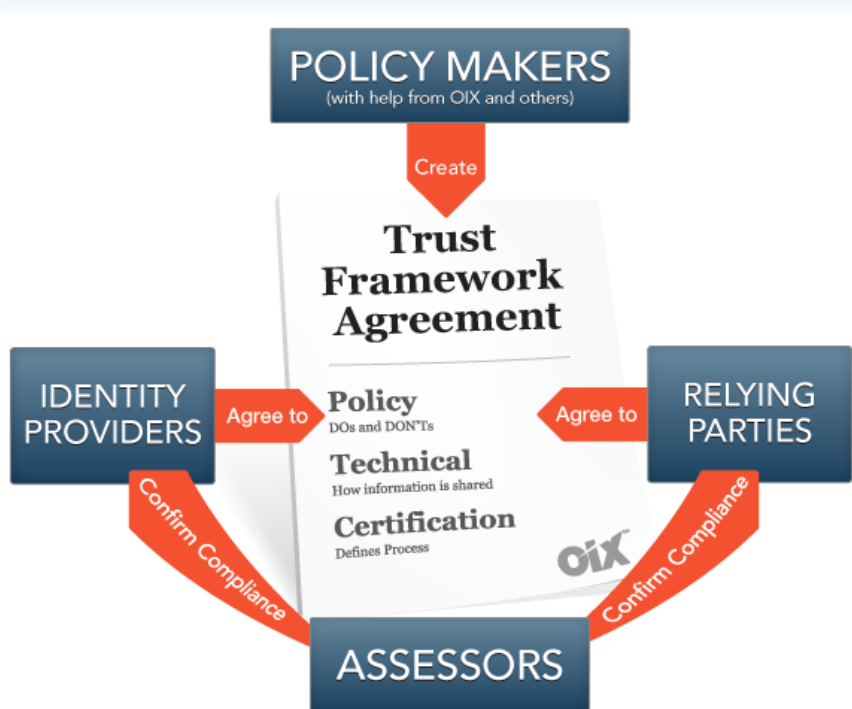
- Document & standardize open, consensus-based contracts with enforceable duties
- Reduce discretion through standardized technology tools & pre-negotiated policy rules
- Normalize best practices for handling personal data at high volumes & velocity
- Provide assurance via accreditation that online transactions are trustworthy

PARTICIPANT REQUIREMENTS



- **Data subjects** (people or entities described by identity data)
 - ✓ **Require data integrity**
- **Relying parties** (people or entities relying on identity data)
 - ✓ **Require assurance**
- **Identity providers** (people or entities handling identity data)
 - ✓ **Require risk reduction**

STAKEHOLDER REQUIREMENTS



- ✓ Reliability
- ✓ Predictability
- ✓ Interoperability
- ✓ Security
- ✓ Easy user interfaces
- ✓ Cost effectiveness
- ✓ Risk reduction
- ✓ Transparency
- ✓ Privacy-enhancing

“BUILDING 信賴 IN ONLINE IDENTITY”



Open Identity Exchange



OpenID Foundation



OpenID Foundation Japan



OASIS



GakuNin University Consortium



Kantara Initiative