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Workshop "Living With Security"

Privacy through virtual identities in Infrastructure

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The Privacy Barrier

The Information Society require increasing amounts of personal data to provide value as promised, but consumers avoid registration

- "2/3 of experienced users NORMALLY leave a website when asked for personal information" [2]
- "Privacy worries DO NOT DECLINE WITH INCREASED EXPERIENCE" [1]
- Avoiding Registration is the preferred Privacy Enhancing Solution !

"Privacy Concerns will be an important bottleneck to the take-up of electronic commerce and other Information Society Services" [3]

- Despite legal framework (..) privacy abuses continues on a vast and persistent scale" [3]
- "The long-term picture shows a radical departure from current practises, and demonstrates the weaknesses of today's legislative approaches in managing future privacy concepts" [3]

Individual Concern is likely to GROW with experience, media scares and new privacy Invasive Technologies [4].

1. PriceWaterhouseCoopers, Autumn 2001
2. US Statistical Research, Spring 2001
3. EU JRC "Future Bottlenecks to the Information Society", June 2001
4. More work needed to separate technology experience with Privacy issues



**”The Strongest Force on Earth
is the Individual Need for Control.”**

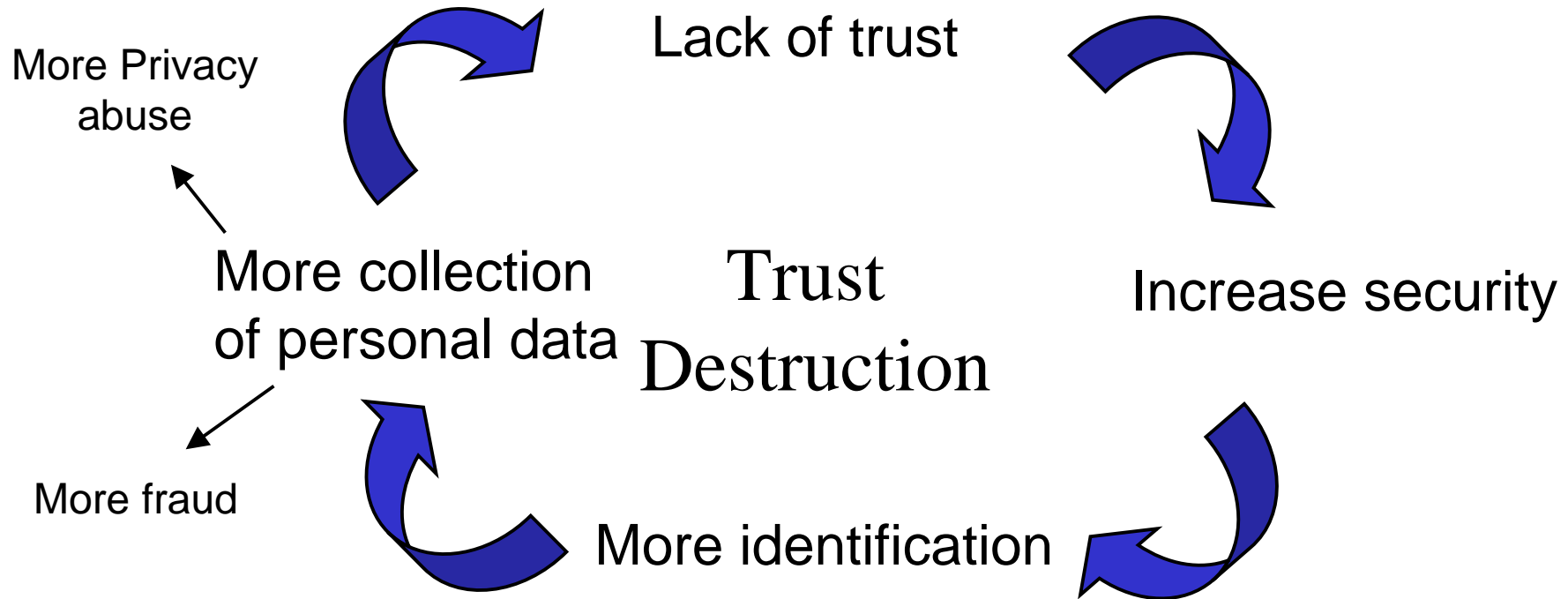
Tom Peters

”We will never share your personal data”
... but we can !

**Lack of Privacy is already one of the strongest barriers
for the Information Society and Economic Growth!**



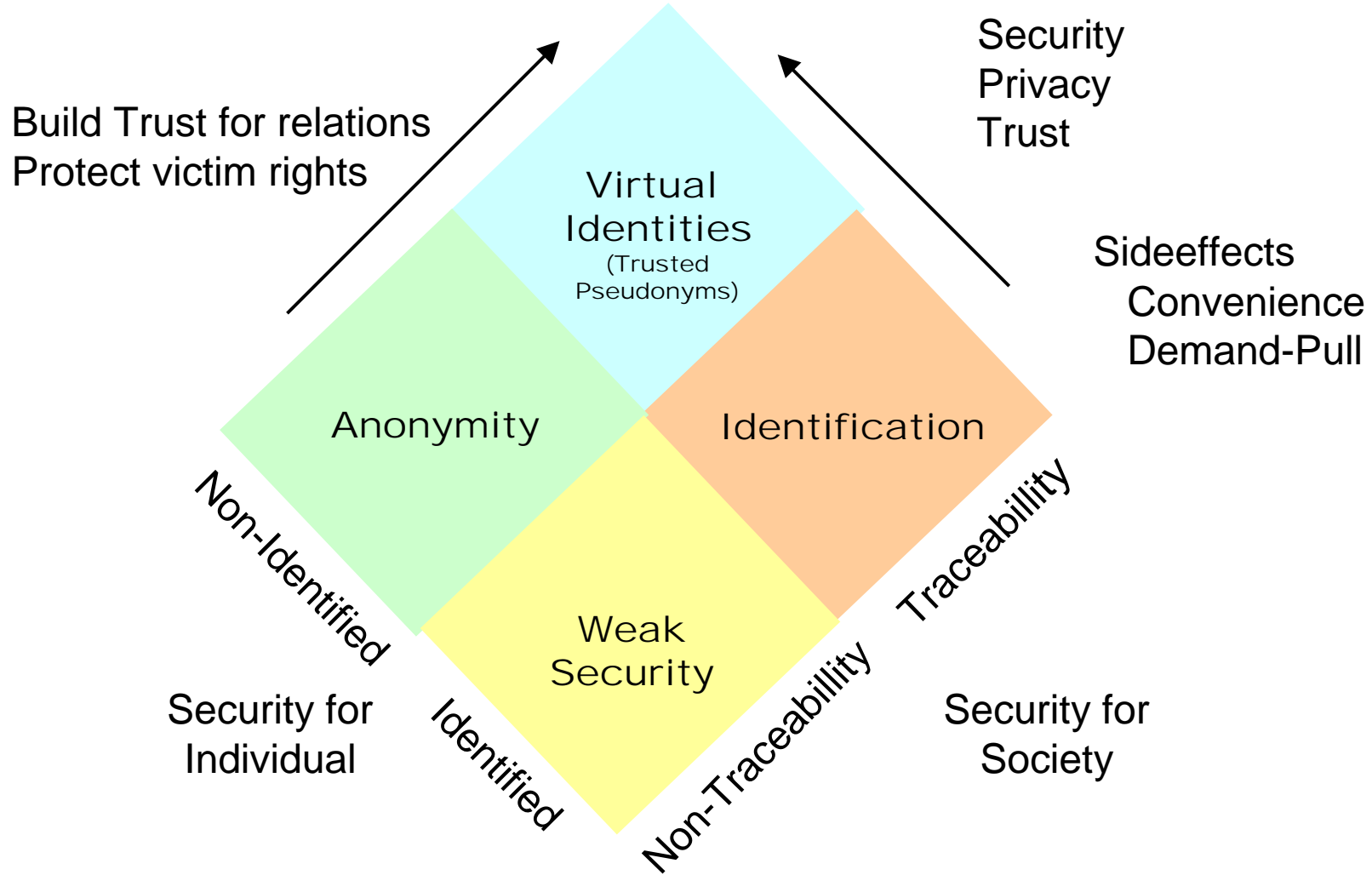
Negative Trust Circle



IDENTIFICATION DESTROY TRUST

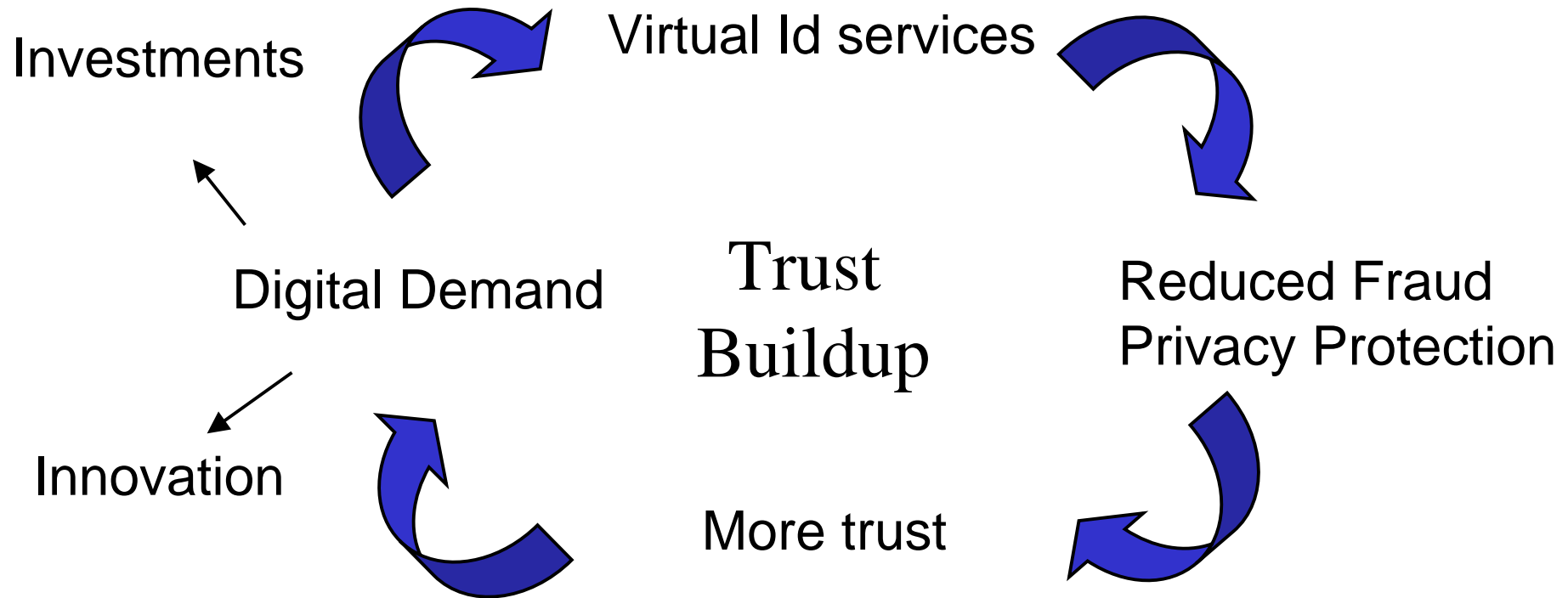


Open Business Innovation Identity Model





Positive Trust Circle



Eliminate Single Points of Trust Failure



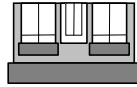
OPEN BUSINESS
INNOVATION

Infrastructure Security and Privacy Platform

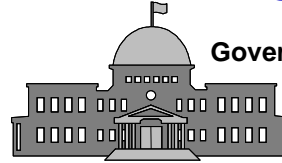
In store



eCommerce



Government

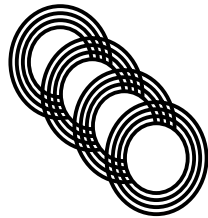


Health Care



Privacy
by Default

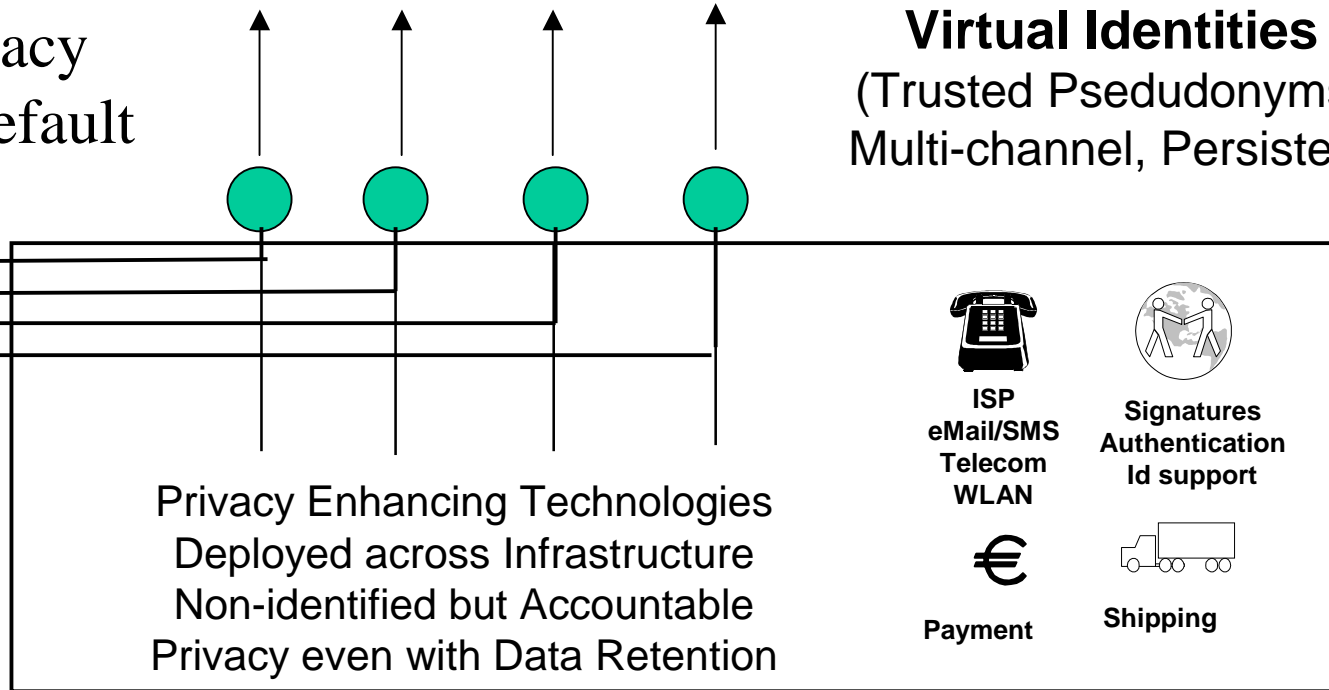
Virtual Identities
(Trusted Pseudonyms)
Multi-channel, Persistent



Multistep Identity
Disclosure Process

No single point of
Trust failure

Political/legal
Question but
Independant from
basic operations



Home



At work



In store



Travel / Mobile

Communication and
Location Privacy
Convenience



A Sustainable Trust Model

- **Corporate Sector – Security through Infrastructure**
 - Inexpensive Security, Trust, Compliance by design through Infrastructure
 - Eliminating barriers and supporting long-term customized relationships
 - Digital demand to drive Innovation
- **Consumer / Citizen – Privacy by Default**
 - Security and Privacy by default through infrastructure
 - End-user convenience and inbound communication control
 - Identity Asymmetry to provide individual control and transparency
- **Government – Eliminating the Trust barriers**
 - Real Privacy without anarchy
 - Combat cybercrime with respect for human rights and freedom
 - Fight monopolies based on access control in Infrastructure
 - Dismantling the always-identified society to protect democracy

Enabling the Information Society