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 practices, 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

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"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

More Privacy abuse → More collection of personal data → More fraud

Lack of trust

Increase security

Trust Destruction

More identification → More identification

IDENTIFICATION DESTROY TRUST
Open Business Innovation
Identity Model

Build Trust for relations
Protect victim rights

Security for Individual
Weak Security

Virtual Identities
(Trusted Pseudonyms)

Identification

Traceability

Security for Society

Sideeffects
Convenience
Demand-Pull

Security Privacy
Trust

Anonymity

Non-Identified
Positive Trust Circle

Investments

Virtual Id services

Digital Demand

Trust Buildup

Reduced Fraud Privacy Protection

Innovation

More trust

Eliminate Single Points of Trust Failure
Infrastructure
Security and Privacy Platform

Virtual Identities
(Trusted Pseudonyms)
Multi-channel, Persistent

Privacy by Default

Multistep Identity Disclosure Process
No single point of Trust failure

Privacy Enhancing Technologies
Deployed across Infrastructure
Non-identified but Accountable
Privacy even with Data Retention

Communication and Location Privacy
Convenience

Political/legal Question but Independant from basic operations
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