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 persistant scale" [3]
- "The long-term picture shows a radical departure from current practises, and demonstrates the weaknesses of todays' 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

More Privacy abuse
More collection of personal data
More fraud

Lack of trust
Trust Destruction
Increase security
More identification

IDENTIFICATION DESTROY TRUST
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Identity Model

- Virtual Identities (Trusted Pseudonyms)
- Anonymity
- Weak Security
- Identification
- Non-Identified
- Identified
- Non-Traceability
- Traceability

- √ Security
- √ Privacy
- √ Trust

- √ Build Trust for relations
- √ Protect victim rights

Sideeffects
- √ Convenience
- √ Demand-Pull

Security for Individual
Security for Society

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Positive Trust Circle

Investments → Virtual Id services → Trust Buildup → Reduced Fraud Privacy Protection

Digital Demand → Innovation → More trust → Eliminate Single Points of Trust Failure
Security and Privacy Platform

Infrastructure

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 Independent 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