

How a global trust infrastructure can transform business today

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Aletheia – Trust in a digital world



What is Aletheia?

- The Aletheia Trust Framework is a global infrastructure for the management of trustworthy transactions between any two parties and is based on legal rather than technical principles
- The ATF is made up of a number of components, including
 - a physical global infrastructure
 - secure hardware devices of various kinds
 - core and applications software
- It is Aletheia's mission and responsibility to appoint licensees globally to enable trust between
 - government
 - companies
 - citizens



Why is it different?

- We started off with a different mindset and a different approach
- It is different for many business reasons in particular:
 - The two parties are responsible for their relationship, and how it's secured, and all communication is peer-to-peer
 - Organisational policy is encapsulated in business rules
 - Information is shared only on terms which the two parties explicitly agree
 - Electronic signature is bound to the signee, the document and the signing event and provides a manuscript signature which is unique to Aletheia
 - Everything is recorded to the respective audit trail (non repudiation)
 - Can be used to manage customer engagement by channel/device
 - We don't hold any user data
 - In order to do this we have eradicated many of the components that are at the heart of security weaknesses
 - DNS, POP3/SMTP, FTP, PKI/SSL, usernames, email addresses, etc
 - Everything is encrypted (in transmission and at rest)



How we do it

- At a fundamental level, we manage 3 things
 - Claims of identity at both the individual level and the organisational level, through role management
 - Facilitate the provision of a third party reference by an authorised provider and its subsequent checking in real time by the relying party
 - An automatic means of creating a secure Trusted relationship between two (or more) parties.
- We do not mandate how the parties wish to authenticate themselves with each other, but we do provide the tools to manage the process
- Rules can vary by relationship type (customer vs staff) or by a sub-group
- And ATF manages this down to the device level and the software running on the device



Outcomes

- Reduced risk by not relying on an identity issued by a 3rd party, such as a 'certificate'
- Better legal protection for all parties
- Better protection of intellectual property
- Privacy for the individual, confidentiality for the organisation
- Improved accountability and liability
- Improved compliance with reduced cost and proven duty of care
- It enables true cross organisational and geographical borders business

If you are interested in understanding more about the Aletheia Trust Framework I will be outside in the coffee area.

