

# Trust in the Digital World

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by James Varga

## eIdentity a commercial perspective



THE ONLY WAY TO PROVE

YOU ARE WHO YOU SAY YOU ARE

PURELY ONLINE

# DIGITAL IDENTITIES



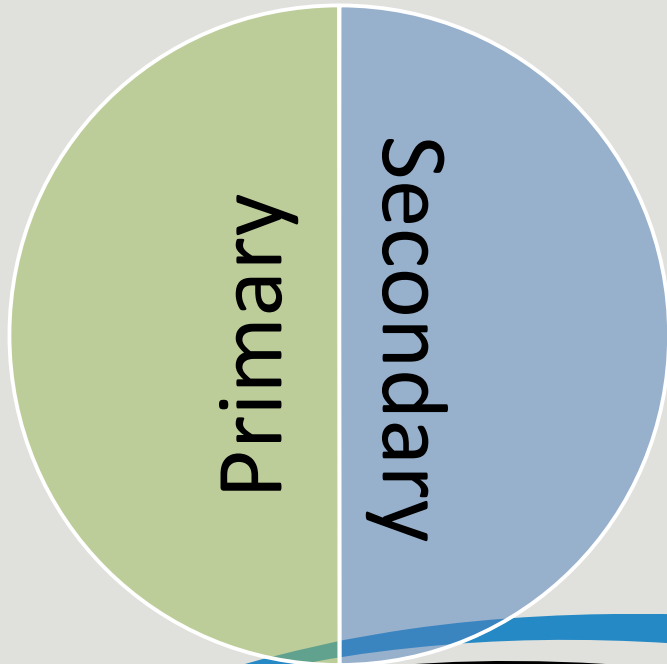
aka electronic identity, etc

“Digital identity is the data that uniquely describes a person or a thing and contains information about the subject's relationships.”

# THREE MAIN COMPONENTS

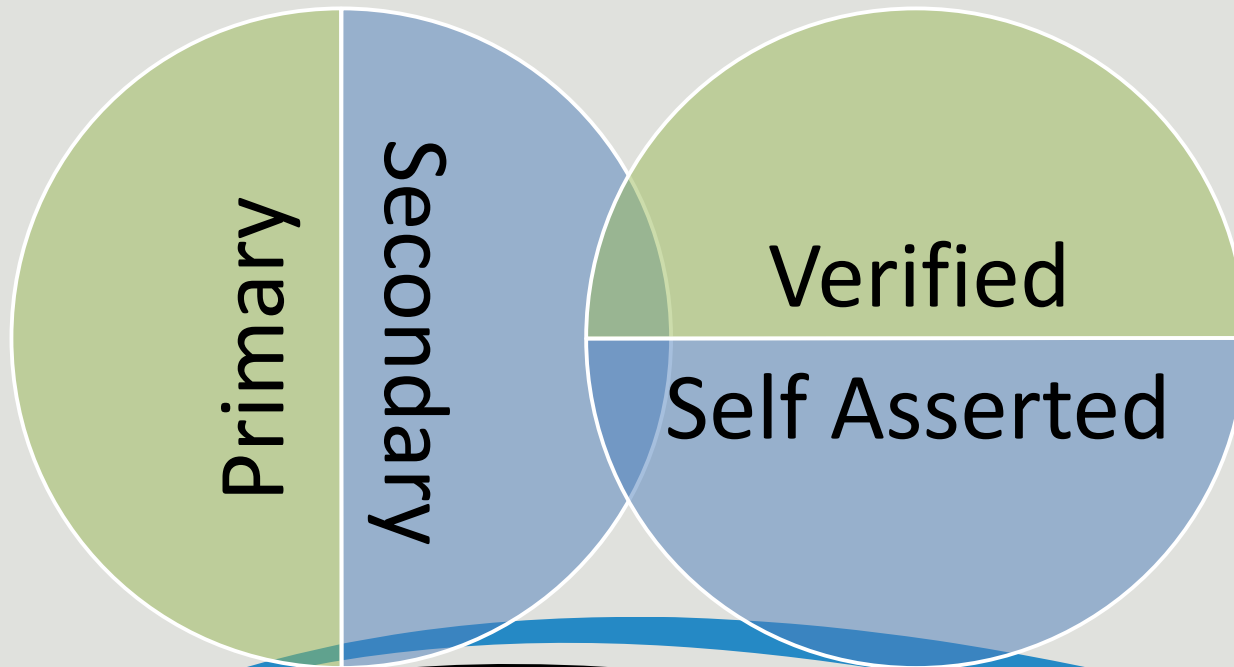
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**IDENTITY VERIFICATION + PERSONAL DATA + AUTHENTICATION**



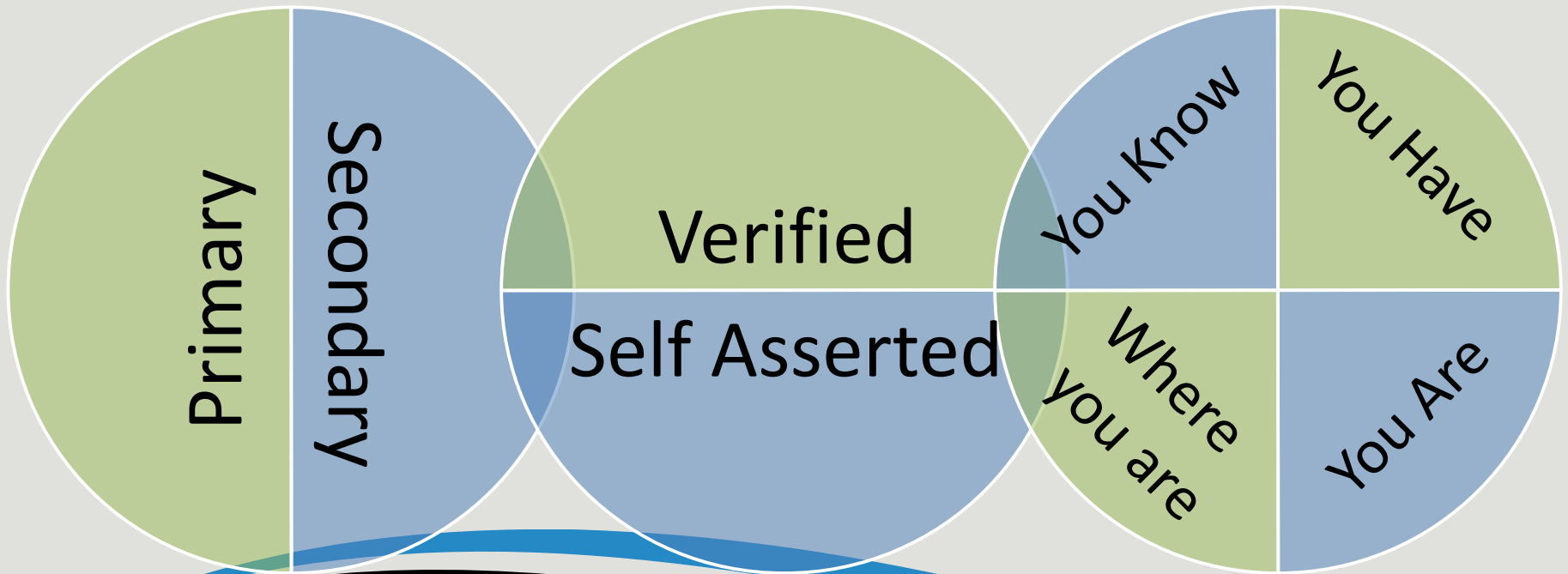
# THREE MAIN COMPONENTS

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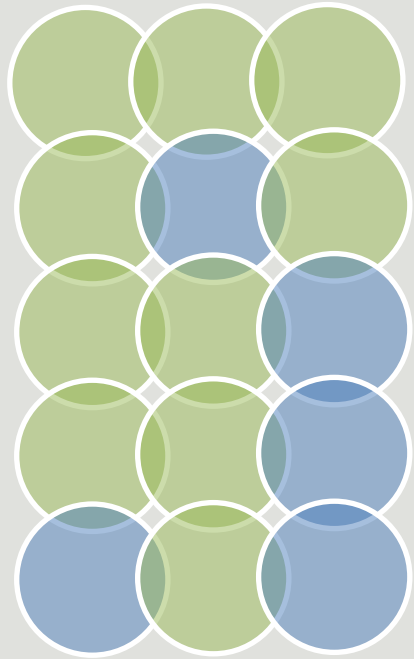
# THREE MAIN COMPONENTS

IDENTITY VERIFICATION + PERSONAL DATA + AUTHENTICATION



# INDUSTRY REQUIREMENTS

variations in industry, sector, geography, products



**Retail Banking**

**Consumer Finance**

Healthcare

**Pre-Employment Screening**

Gaming / Gambling, Dating, Social  
Networking, High Value Commerce, Sharing  
Economy, etc...

# CONTEXT

what you need depends on what your doing



# CREATING TRUST





# "DATA 2.0 SHIFT"

Information as a tool in the hands of the organisation



Information as a tool in the hands of the individual

The organisation as manager of customer data



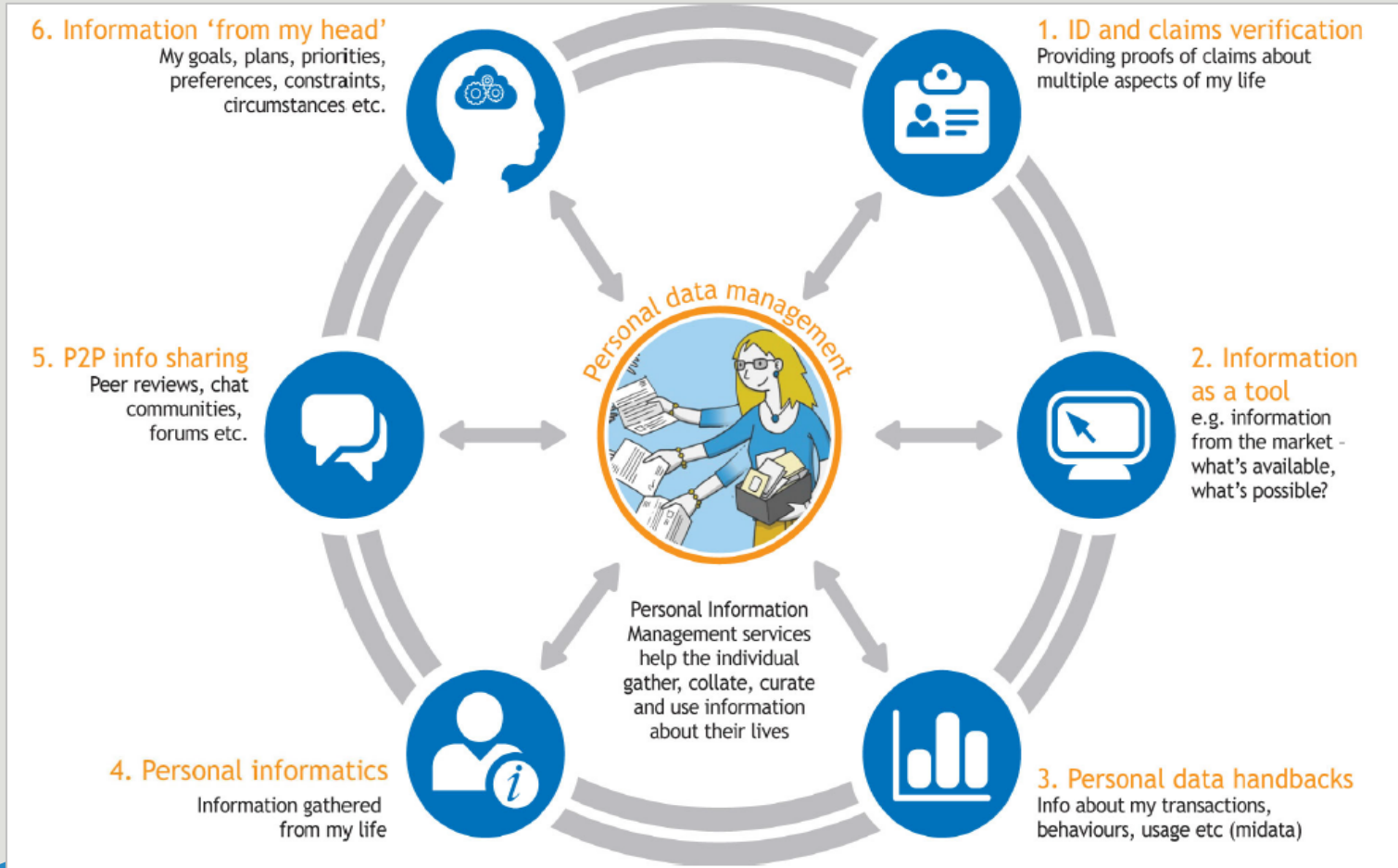
Individuals managing their own data

Customer data as a corporate asset



Personal data as a personal asset

# PERSONAL DATA MANAGEMENT



# ECOSYSTEM COMPONENTS



Consumer empowerment

Accepting sites / businesses

Trustmarks

Trust Frameworks

Catalysts

ID Assurance (UK); NSTIC (US);

TDL Sprints (EU); Assure UK (UK)

# ID ASSURANCE (UK)

**GOV.UK**

**Beta:** This is a trial service, designed to be simpler, clearer and faster. [Find out more](#)

## Sign in BETA

to access your driving licence

Using services on GOV.UK

**Driving licence**

GOV.UK is the new way to access services online. You'll now need an identity profile to access services like renew your driving licence or passport.

You're trying to access

**I need to register for an identity profile**

**Register now**

Government Gateway users must register to access this service

[Cancel and return to your driving licence](#)

**I already have an identity profile**

**Sign in**

**Get help**

# Creating Trust Online

Thank you



To find out more visit:  
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