11 October 2013
All Hands Meeting



Restricted - Confidential Information

All GSMA meetings are conducted in full compliance with the GSMA's anti-trust compliance policy

We'll cover

1. Welcome	
- Naming of group	**Andy**
Operating Manual/Trust Framework – how you engage	**Matt**
Pilot development updates	
- Current Pilots	**Harm and James**
- Future Pilots	**Miles, Tim, Sandy, Robert**
2. Workstream Breakouts	
- Legal	**Les**
- Customer and Commercial	**Momin/ Nicky**
- Technical	**Harm**
3. OIX O5 Summit update	**Don**
Shaping the UK marketplace	
- Synergies IDAP and this group	**David and Andy**
4. Planning and next meetings	**Sue and Andy**
Any other business	**All**
Networking Lunch	

[to be named] Summary





- **[to be named] is a collaborative forum established to develop a personal data and identity attribute exchange marketplace**
- **It encompasses the whole ecosystem**
  - **Banking**
  - **Retailers**
  - **Mobile Network Operators**
  - **Identity experts**
  - **Government**

Vision

Establish a secure and trusted marketplace that enables consumers to control, share and benefit from their digital identities and personal information

Principles

1. The consumers interests are uppermost and at all times the individual controls storage and exchange of data

2. We will seek to reuse existing standards work where ever possible and align with the work of UK government.

3. We will seek to enable the maximum product and business model diversity, consistent with inter-working between participants.

Objectives

- Define an end-2-end framework and pilot use case by year end

a) Architect **standards** for identity attribute verification and authentication
b) Define a **permissions system** for the exchange of those attributes
c) Develop a **legal framework** that will facilitate the interoperability between different players in the ecosystem, while ensuring users' data protection and privacy, encompassing:
    i. Risk & Liability flows
    ii. Auditing framework
    iii. Privacy
    iv. Regulatory compliance
d) Establish and prove a **commercial model** for identity attribute exchange
e) Pilot and demonstrate efficient marketplace for digital identity and attributes

Naming

Context

- UKCT = UK Commercial Trust
- “Identity” rejected by consumer
- Tools to access digital service “convenience”, “control” and “security”

Naming

- “Personal Data Assurance” close to principles we’ve already established

Naming Options

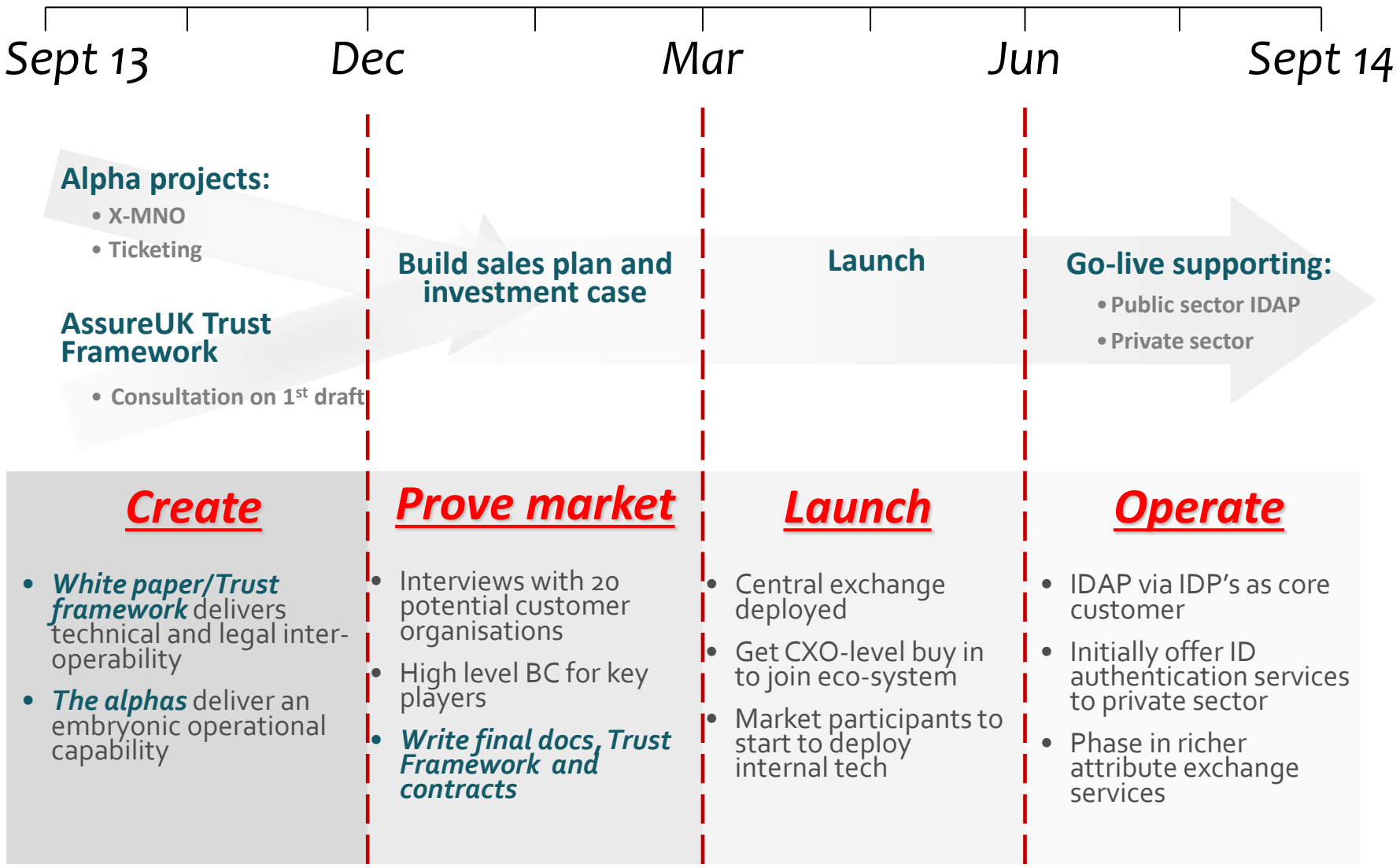
1. **UK Commercial Trust**
2. **Assure/d**
3. **Assert**
4. **Verify**
5. **Another**

The AssureUK Trust Framework White Paper

What is the white paper?

- **Gives logic and conclusions**
- **It will define three types of structure:**
  - ❑ Commercial
  - ❑ Technical
  - ❑ Legal
- **Everything needed for inter-working between AP's, IDPs, and RP's is within scope, apart from final contracts**
- **The aim is to use this long-form doc to discuss, define and agree the eco-system**
- **Key documents will then be derived from this master document**

Where are we? AssureUK Roadmap



High-level description

- **A brief summary of where we have got to by describing the proposed structure from 3 perspectives:**

1. Customer view
2. Commercial view
3. Technical view

1. The customer's view

- **The start point is the citizen. This section includes:**
  - All commercial data processing/transfers require the citizens permission
  - Permissions specify what data, to whom and why
  - Permissions maybe revoked by the citizen and the parties who have historically obtained this data will be informed and required to delete that data
  - ID authentications will be two way, so citizens know who they are dealing with
  - IDP's will be able to operate a variety of business models to attract citizens
  - All AP, IDP's and RP will be certificated to use the system

2. The commercial view

- **Market Design:**
  - Central exchange to minimise the tendency for monopolies to emerge by:
    - ❑ Economies of scale
    - ❑ Network externalities
- **Identity Services & Attributes:**
  - Data attributes to be sufficiently tightly defined to be fungible and so enable trading without bespoke contracts
  - Attributes divided into ”raw” and “enhanced”. Where raw attributes are collected in BAU and enhanced have been processed adding intellectual capital. Priced differently:
    - ❑ Raw: limited to cost of transfer
    - ❑ Enhanced: Free market pricing
- **Cost / Benefit Analysis**
  - For RP’s, AP’s, IDP’s and citizens

3. The technical view

- **Design:**
  - Hub and spoke model
- **Standards:**
  - All external interfaces to be open standards
- **Data model:**
  - A core data model will be specified, based on adopting and merging existing data models
  - A core pieces of information will be specified on all attribute “health labels”
  - A common permissions ontology will be defined - origin TBD

Evolution of this white paper

Oct

Member crowd sourcing

- Please feed comments to work stream leads
- Focus on drafting your input, not posturing
- Edits to be agreed by core drafting team and reviewers.

Nov-Dec

Input from consumer organisations

- Leverage the IDAP consumer privacy group
- Map core industry use cases to framework to identify gaps or hot-spots
- Develop simple practical guides (eg Impact Assessment, how to connect)

Q1 2014

Write final docs

- Trust Framework
- Technical Implementation Manual
- Commercial contracts
- Governance / Policy Framework

What next?

- **Where to get the White paper:**
  - Copies on the desks
  - Download from OIX or GSMA websites

- **What's needed – crowd sourcing:**
  - Focus on 1) corrections 2) gaps
  - Discussing your ideas with the workstream leads:

    - mhayee@uk.ey.com / nicky.hickman@inglisjane.co.uk
    - harm.arendshorst@intl.verizon.com
    - Les.blair@vocalink.com

    and then they will ***send your text*** to me for inclusion by next iteration on 12 November

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Open Participation

- **How do we remain open for all to join, encourage participation yet protect output**
  - **Should we have membership?**
  - **Are OIX/GSMA members automatically members, what about other trade bodies e.g. British Retail Council, Remote Gaming Authority, The Payments Council?**
- **Should we now have a memorandum understanding?**
- **Introduce Fees?**
  - **Pooled funding could enable faster development of**
  - **Standards,**
  - **Agreements**
  - **Technical deployment to support interoperability**

Alignment on activities

Launching small pilots to test and see

- Widening participation to all organisations involved in daily transactions – Banks, online and high street retailers, pubs and restaurants, utilities, gambling and gaming, media, healthcare, education.

Participation

- Everyone joins a workstream
- Those that take part get the opportunity to showcase their work (pilot or trust documents), but we remain open to those who’ve yet to decide how best to contribute

Any other business

GSMA – Mobile Identity

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