

Global Identity Foundation

Prospectus

What is the problem?

Identity in the digital world is broken and has been for some time. Passwords are well beyond their sell-by date, yet are the only realistic game in town. Meanwhile Spam, Fraud, Phishing and Cyber Crime succeeds by being able to steal identities and impersonate individuals. Global 'Card Not Present' fraud has hit an estimated twenty one billion US dollars per annum. Spam and other scams are becoming harder for the individual to spot – the bottom line is the Internet and the digital world is now a harder place for the individual person to have trust in.

Many people have been trying to fix the identity problem. Recent work from the Jericho Forum has identified the root-cause problem as the inability to prove "I am me" – the immutable linkage between a Human Entity and their digital 'Core Identity'.

We believe this problem can only be solved when the privacy (and primacy) of the entity is at the core of the solution. The individual needs to be in control of their identity and the solution needs to transcend national or corporate boundaries and work globally.

A strong digital linkage to the individual has the ability to reduce or eliminate many forms of Cyber Crime.

Each of us knows how to identify people in the real world. Faces, introductions, previous interactions allow us to choose who we deal with and in what situations. Yet, when it comes to digital identity we are required to ignore this and enter the attributes of our identity over hundreds of disparate computer systems.

Building on the work of the Jericho Forum, the Global Identity Foundation aims to introduce a truly global approach to solving the trusted linkage of the individual to a digital identifier. This will be based on how humans operate their identity in the non-digital world; putting the individual in control and at the centre of *their* identity.



Governments are proposing that they, or corporations authorized by them, should be the holder of an individual's digital identity - taking identity from the control of the citizen and placing it in grand centralized databases.

The Global Identity Foundation aims to return strong identification back to the citizen to give the individual full control of who they choose to interact with and in what situations; implemented in a way that provides strong identity to everyone who needs it, including banks, governments, retailers and corporations.

This Core Identifier technology has the potential to significantly reduce cybercrime, and give individuals back control of who they trust in their digital lives.

The time is now; there is an historic opportunity to make the single biggest contribution to both Internet and Information Security but it needs you to get involved today!

How do we propose to solve the problem?

By taking the foundational work from the Jericho Forum and others and bringing together the key people needed to focus on solving this one problem.

This is a problem that cannot be solved by one commercial company or a single country. Clearly, to give a monopoly position to any one company will not be globally acceptable; neither will a nation-state developed or backed solution.

We will involve leading experts in: privacy, cryptography, security, identity eco-systems, as well as governments and corporations. Efforts will be focused on refining a single global solution that can be implemented by any organisation or country; yet can be used as the single root of trusted identity for that individual by any other organisation or county.

We will build on the work from the Jericho Forum¹ and others to develop an open, single, extensible and standard way of linking an Entity (Human) to their Digital Identity (Core Identity). Further linkages from the Core Identity can be made to their electronic personas in such a manner that, when Identity is used in a transaction, a risk-based decision can be made about who issued the identity and how well the entity is linked to its digital persona(s).

We will utilize a patent covering the core aspects of linking a *Human Entity* to a *Digital Identifier* to maintain the purity of the concept and maintain a single global design.

The Global Identity Foundation will be constituted as a not-for-profit corporation, first to oversee development and then control the core technology for any solution developed.



¹ Jericho Forum "Identity Entitlement & Access Management Commandments" & associated work

What do we need?

- Immediately: Seed Funding & initial sponsorship.
- Funding from sponsors and from interested companies.
- Experts to sign up to the programme; both nominated by the individual companies and identified by ourselves.

Why are we different?

- This is about getting the right people, the key global players, into the same room, sponsored either by their respective companies, or if necessary by the Global Identity Foundation.
- This is a global initiative, not constrained by the aspirations of national governments.
- This is an initiative, not constrained by the aspirations of any one corporation.
- This is an independent organisation, independent of governments, nations and corporations needing to make a profit.
- Anyone should be able to implement the solution, or leverage the Identity from the solution within their products thus prohibiting monopolization of the technology.
- The aim is a single solution, acceptable to all individuals, at a cost all citizens can afford.



What will we do differently?

- Be inclusive and gather experts together, funding their involvement if it is required.
- Ensure global applicability and global involvement.
- Be a single independent organisation, looking to maintain the purity of the goal, while delivering a pragmatic solution.
- Operate by consensus to ensure one person or organisation cannot dominate.
- To ensure an open solution/standard is produced that can be used anywhere and by anyone.
- Licence the solution, at a low cost, thus finding the protection, maintenance and evolution of the single global standard.

What are the aims of the project?

- An end-user target price below \$25 per device, which is individually affordable and/or capable of subsidy.
- A single global specification / standard / interoperability criteria allowing the solution to be implemented anywhere, by anyone, usable by every entity on the planet.

What role can I play?

■ Board of Advisers

We are looking for a number of key project sponsors, who as well as donating to the project, would become the Advisory Board, to make the relevant global contacts, lobby governments and global corporations. In addition, they would oversee the running of the Global Identity Foundation, agree funding, act as the remuneration committee and ultimately make the decision about the projects long term viability once the initial work has been carried out.

■ Corporate Sponsors

We are looking for companies to become involved as sponsors, paying a nominal corporate membership fee. Membership entitles their key identity and cryptography people to be involved in the specification and design of the solution and attendance at working sessions. Having corporate involvement will be crucial to ensuring that any solution is realistic, pragmatic and implementable.

■ Academic Sponsors

We are seeking academic involvement to provide the latest thinking around cryptography as well as provide a rigorous assessment of the detailed solution proposed.

■ Individual Involvement

There will be individuals whose employers are not willing or able to sponsor their involvement. For those people we will consider funding on a case-by-case basis. There will also be individuals who are just interested, this is an Open Project and we will welcome their involvement. Finally, there is the security community, and we will be looking, particularly at the 'White Hat' hacker community to rigorously assess and try to find the flaws with the detailed solution proposed.

How will we be organised?

■ Board of Advisers

Meeting on a frequency they decide to oversee the project.

■ Technical board

Approved by the Board of Advisers, to oversee all technical aspects of the final solution.

■ Management Team

A mix of full and part-time people to provide the day-to-day organisation and management of the project while under development. This would include bringing in financial, legal, operations, marketing, intellectual property and patent experts as required.

How will we know if we are successful?

■ The start of the project will define a series of practical and pragmatic use scenarios, together with a definition of future directions (based on technology not available now but in the near future). These will form the design criteria as well as our success criteria.

■ The aim is to run pilots with partners who would produce the solution(s) with testing assessed by ourselves and our community of members.

■ Our Board of Advisers will ultimately measure the success and determine the viability for global deployment. They will also advise whether we have met the success criteria and whether we are likely to, and thus advise on whether to proceed further.

Get involved at www.globalidentityfoundation.org