# What’s this Identity Ecosystem Thingy?

– The foundation of enhanced online trust, reduced fraud and better customer experiences

– Individuals can choose among multiple identity providers and digital credentials for convenient, secure, and privacy-enhancing transactions anywhere, anytime.

# Why do we need it?

- A marketplace exists – but there are barriers the market has not yet addressed on its own
- Private sector will lead the effort
  - Private sector is in the best position to drive solutions…
  - …and ensure the Identity Ecosystem offers improved online trust and better customer experiences
- Federal government can serve as a convener, facilitator, and a catalyst…states maybe could do more

# What're we gonna do?

## Guiding Principles

Identity solutions will be:

- Privacy-Enhancing and Voluntary
- Secure and Resilient
- Interoperable
- Cost-Effective and Easy To Use

## Implementation Steps

Convene the private sector

- Identity Ecosystem Steering Group

Catalyze a marketplace

- 15 pilot grants, ~$29M in 3 years

Eat our own dog food

- Federal Cloud Credential Exchange
- FICAM updates for modularity

# Today, let's talk catalyzing the marketplace

More than **140 universities** are deploying **smartphone-based MFA** (Internet2)

More than **200,000 kids and parents – in compliance with COPPA** – are able to access content at websites (PRIVO)

Inova Health Systems will enable **1500 patients** to securely obtain their personal health record, leveraging validated attributes from **Virginia's DMV** (AAMVA)

A Broadridge/Pitney Bowes JV has launched targeting **140 million customers** for **secure digital delivery** of financial services content, bill presentment and bill pay (ID/Dataweb)

More than **500,000 Veterans, Teachers and First Responders** can access online services from more than **200 organizations** without having to share documents containing sensitive PII to prove their affiliation (ID.me)

# A couple dives deeper…

- Double-check at Daon
- ID.me verified attribute provision

# Daon’s Double-Check Pilot

Most criminal history background checks are done by employers and volunteer organizations, but you can also check your own.

THE OLD WAY

- Get fingerprints at a police department
- Mail in fingerprint card
- Wait for result to arrive in the mail

This fall: THE DAON WAY

- Daon partners with DTIS to provide background checks for the aviation industry
- DTIS offers background checks at UPS Stores in AL, IL, and FL
- DTIS acts as a relying party to the TrustX IDP service
- Individuals use Daon’s TrustX mobile MFA credential to securely access results online

# ID.me verified attribute provision

Many merchants want to give discounts to veterans both in store and online. To keep fraudsters away, they need to verify veteran status.

## THE OLD WAY

- Email/fax/go in-store with DD-214
- Get discount after revealing much PII
- Merchant deals with PII it doesn't even want

## THE ID.me WAY

- ID.me partners with merchants (and others) to provide veterans status for ID.me account holders
- Veterans go the merchant and login with ID.me through redirect as part of checkout process
- Merchant acts as a relying party to ID.me and trusts Boolean attribute assertion (Is Veteran)
- Individuals get discount & share less info, merchants get sale & minimizing liability by reducing PII

# So where do we go?

- Strong auth with verified attributes used in government applications with FCCX
- Pilots are expanding, commercializing, moving to production, and integrating with each other to form a real, live ecosystem
- Solutions are budding elsewhere and consumers are showing an increasing hunger for change
- Like an umbrella trust framework, IDESG provides the means for multilateral trust between these parties and all the others that come to the table

# Thanks!

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