



How Vendors approach Consumer Identity

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Europe's

Identity

Platform

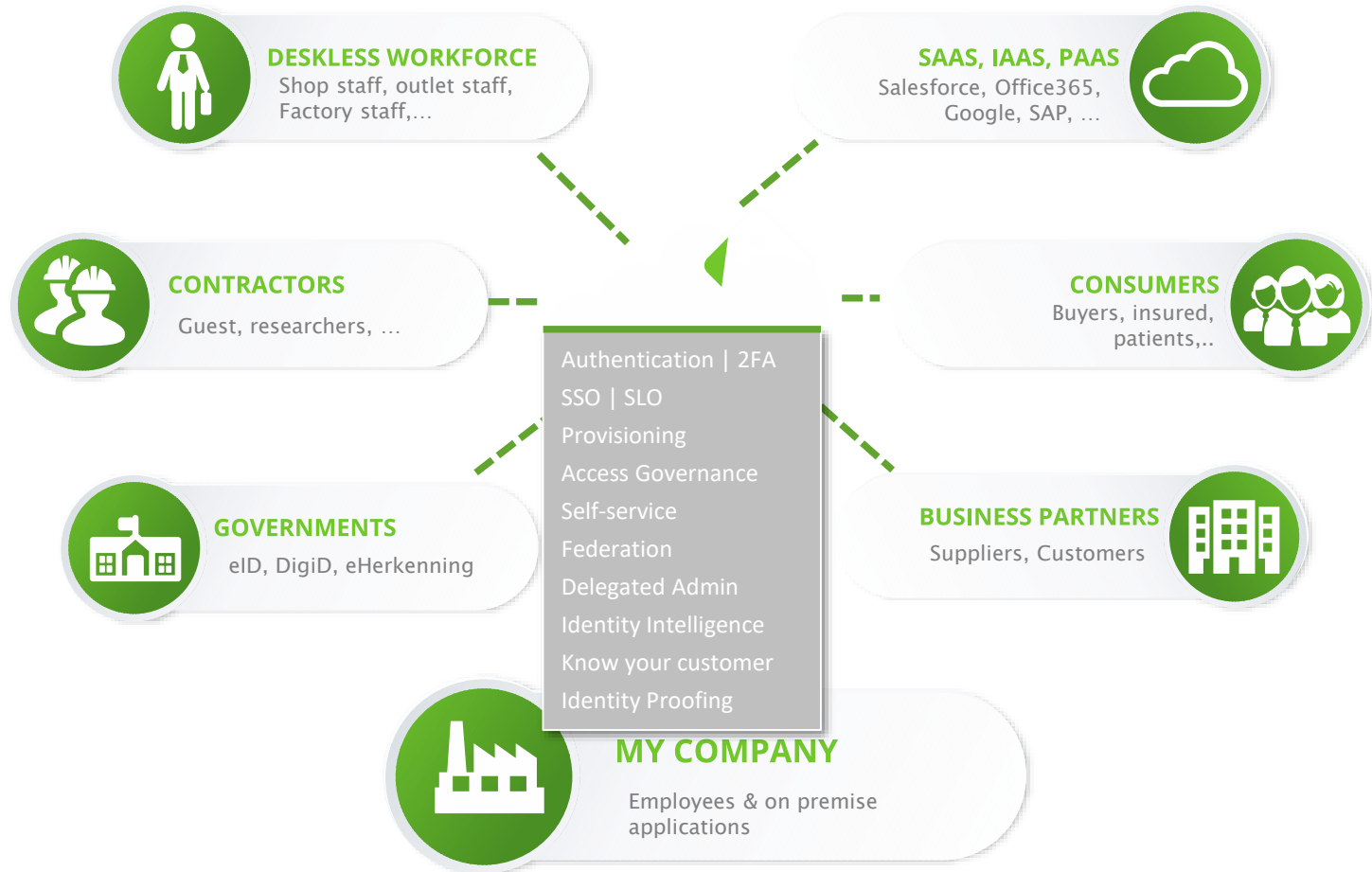
iWelcome is the only European based and hosted IDaaS Provider, designed from the cloud for the Enterprise.

Identity & Access Management ('IAM'):

The ICT infrastructure required to provide & manage the right access for the right people, at the right place, on the right device to the right IT- services, and to do that in a safe, simple, cost-efficient and controllable manner.

IDaaS: 100% delivered as a cloud service

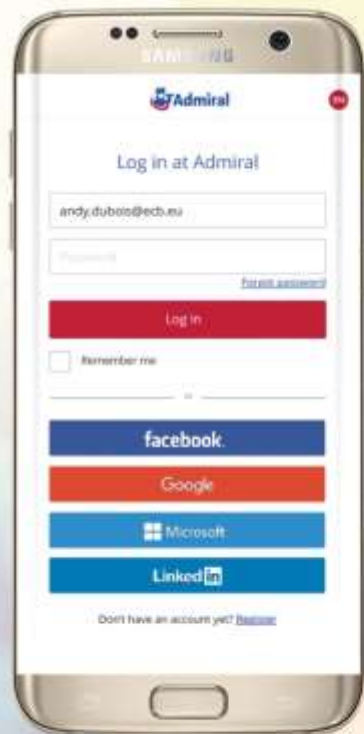
The full IAM landscape, by iWelcome IDaaS



With our platform companies
CONNECT & PROTECT
people, things and IT



ADMIRAL WELCOMES 5 MILLION CAREFREE CUSTOMERS



RWE RWE WELCOMES MILLIONS OF HOUSEHOLDS ACROSS THEIR EUROPEAN BRANDS



AKTION
MENSCH

AKTION MENSCH WELCOMES 4 MILLION 'GLÜCKSPILZE' TO SUPPORT THEIR PROJECTS



 **welcome**

Connect user
communities

Improve registration

Improve conversion

Being able to build frictionless and privacy protected personal engagements at scale is the critical factor for becoming or remaining an industry leader

Enhance user
experience (by KYC)

Interact securely

Protect privacy
(GDPR)

*Not IT, not the company but the consumer
is in control!*

Attract > Convert > Enrich

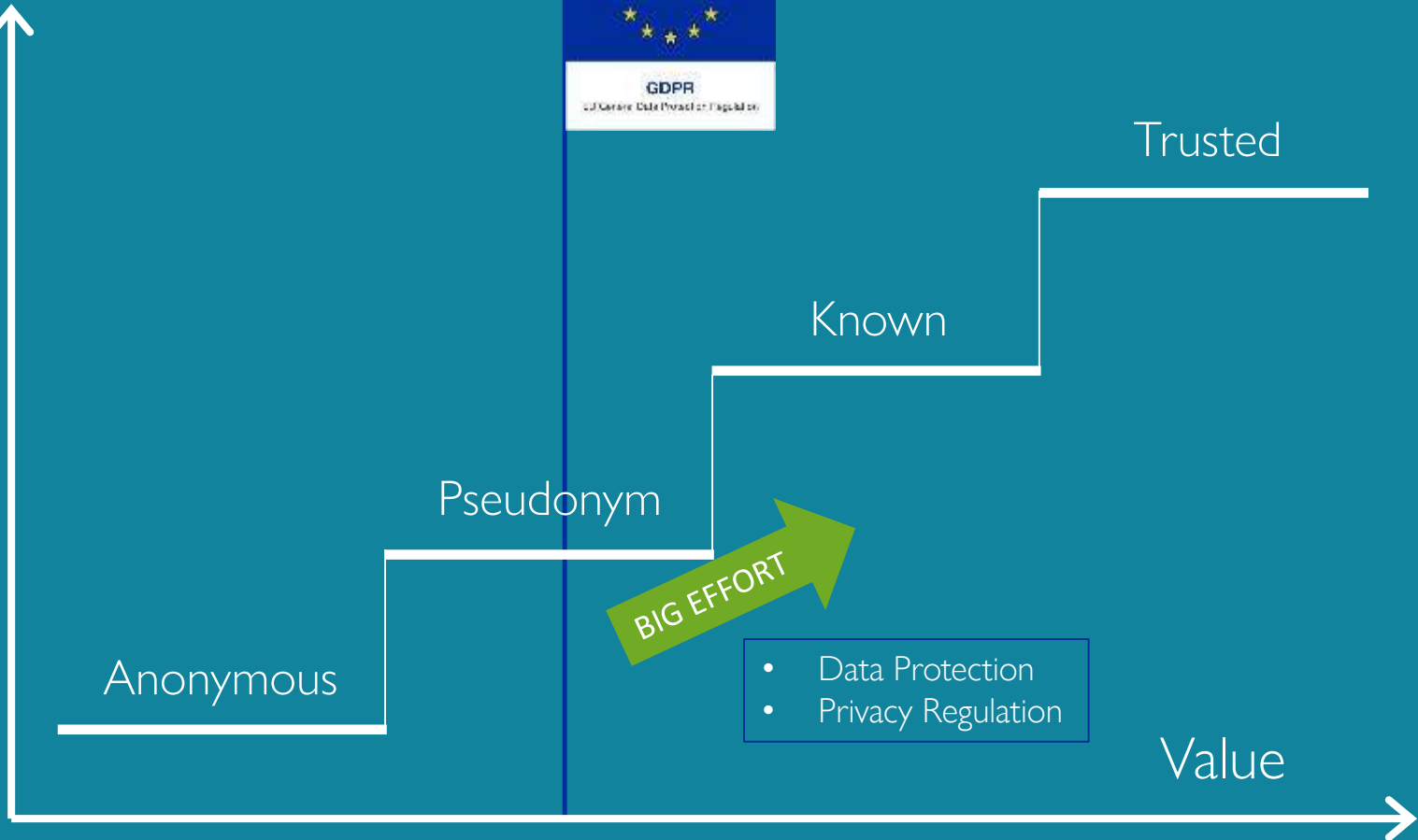


iWelcome's CIAM goal:

“if you want to build the next Netflix, just buy iWelcome CIAM, a whole lot of movies and a payment service!”

Effort

The customer journey



GDPR

Coming into effect on May 25th 2018,

Consent Lifecycle Management
is a **fundamental** product requirement.

What differentiates iWelcome?

This capability is build right into the
core of our CIAM product,
the Consumer Profile store and its
Extremely flexible (meta-)datamodel.

And it's **Build in** versus **Bolted on**.



GDPR & IAM

Needed capabilities for IAM functionality for GDPR compliancy

CONSENT MNGT

Where necessary to obtain consent, it need to be freely given, specific, informed and unambiguous and the individual should have the possibility to withdraw consent any time, as easy as it was given

EXTENDING THE CAUSE

Consent is needed if the scope of use of personal information is extended

PARENTAL CONTROL

Age limitations for consent can require parental consent options for the use of the service

PREFERENCE MNGT

For direct marketing, the individual has the right to object, which needs to be managed and documented

ABILITY TO WITHDRAW

Allows individuals to require the data controller to erase their personal data without undue delay in certain situations, such as where they withdraw consent or the processing was unlawful

PRIVACY BY DESIGN

The service needs to take privacy into account on all personal data, from the start of the service

PRIVACY BY DEFAULT

Personal information must by default only be kept for the amount of time necessary to provide the product or service and only the data that is minimum necessary

ENCRYPTION

Not mandatory but highly recommended as individuals do not have to be informed of a breach in case the data involved is encrypted

DATA PORTABILITY

The individual has the right to transport his personal data from one organisation to the next

DATA RETENTION

Information about the period for which the data will be stored

RIGHT OF ACCESS

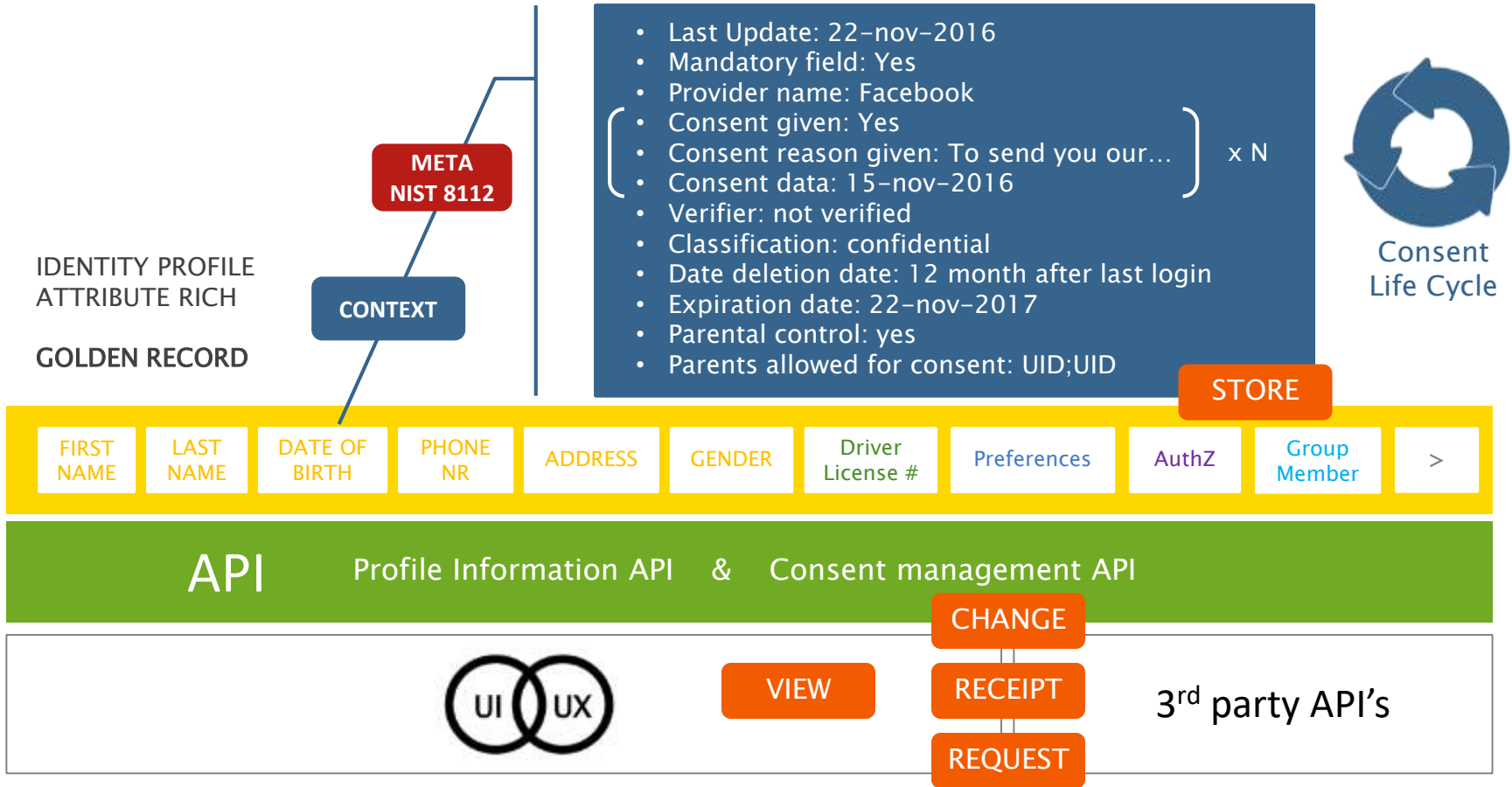
Individuals should be provided access to their personal data and right to rectify inaccurate personal data

TRANSPARENCY

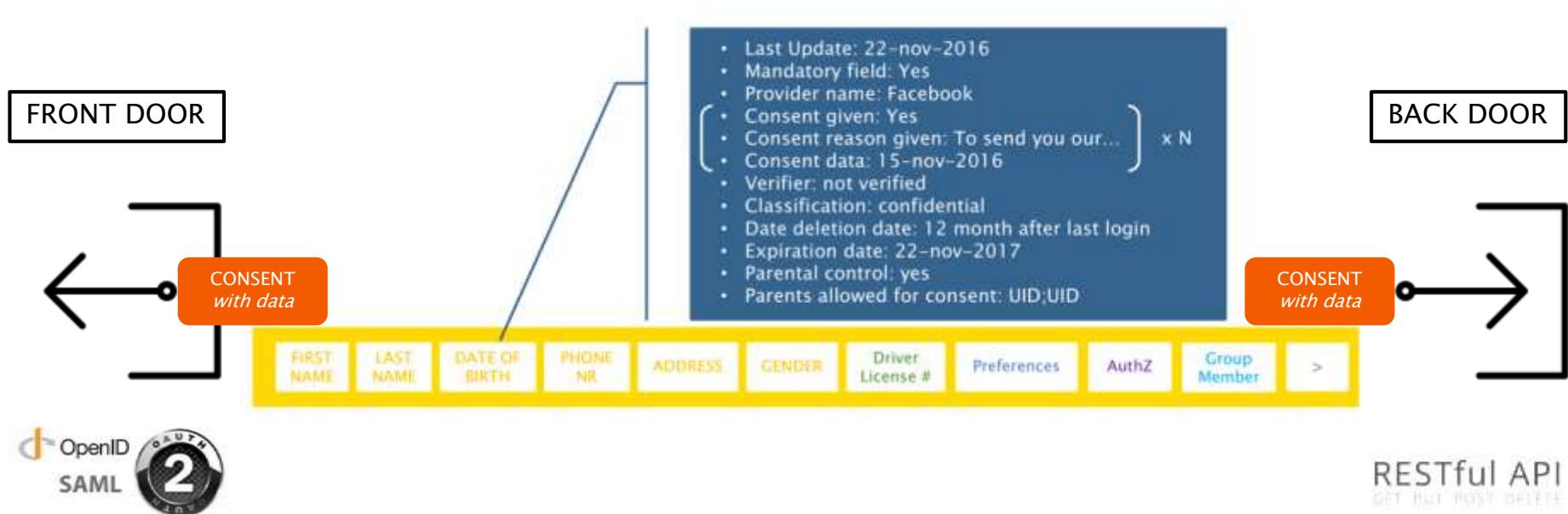
The individual needs to be sufficiently informed to ensure fair and transparent data processing. The information must be provided in a concise, transparent, intelligible and easy accessible form.

We therefor fundamentally changed our
Platform from the data base upwards !

Datamodel for Consent - Meta Data per attribute



Full disclosure of attributes including consent & other metadata



Our IDaaS provides the

‘Single Source of Truth’

For (consented) Personal Identifiable Information, manageable by the user and usable by all dependent IT systems



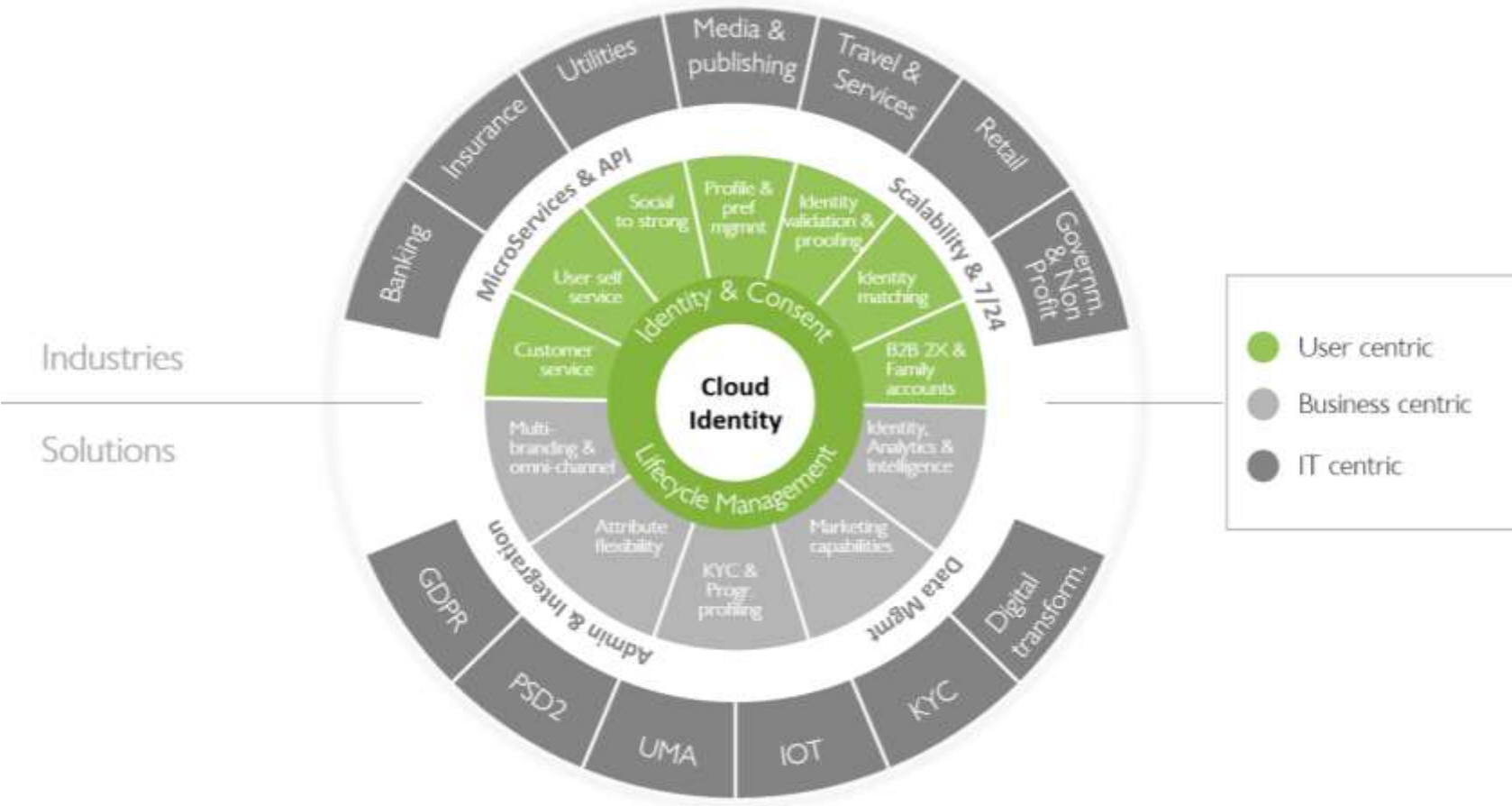
RWE



delta lloyd

Selection of blue chip customers using iWelcome IDaaS for Workforce and / or CIAM use cases

How it all comes together





Thank you for your attention!