

The logo for the Identity Ecosystem Steering Group (IDESG) is displayed in a white rounded rectangle with a blue border. The text "IDESG" is in a bold, blue, sans-serif font.

IDESG



Identity Ecosystem Steering Group (IDESG) Overview

Privacy Committee

- An Invitation to Participate -

Agenda



- It Starts with the National Strategies for Trusted Identities in Cyberspace (NSTIC)
 - Problem Statement
 - Identity Ecosystem
 - Formation of the Identity Ecosystem Steering Group (IDESG)
- IDESG
 - Mission & Objectives
 - Structure
- Privacy Committee
 - Role
 - Subcommittees
 - Benefits of Belonging
- How to Get Involved

IDESG - It Starts with NSTIC

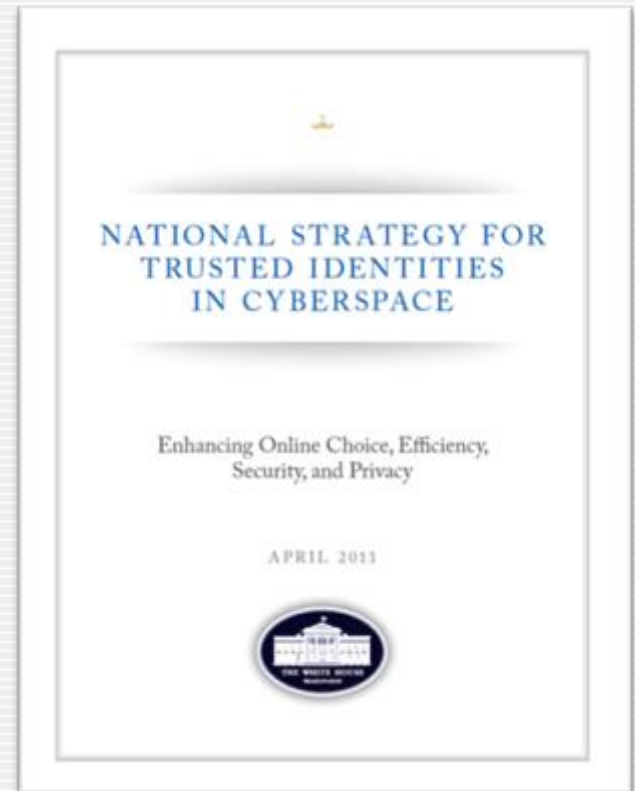


Called for in President's Cyberspace Policy Review (May 2009):
a “cybersecurity focused identity management vision and strategy...that addresses privacy and civil-liberties interests, leveraging privacy-enhancing technologies for the nation.”

Guiding Principles

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

NSTIC calls for an **Identity Ecosystem**,
“an online environment where individuals and organizations will be able to trust each other because they follow agreed upon standards to obtain and authenticate their digital identities.”



The Problem Today



Username and passwords are broken

- Most people have 25 different passwords, or use the same one over and over
- Even strong passwords are vulnerable...criminals have many paths to easily capture “keys to the kingdom”
- Rising costs of identity theft
 - ✦ 11.6M U.S. victims (+13% YoY) in 2011 at a cost of \$37 billion
 - ✦ 67% increase in # of Americans impacted by data breaches in 2011
(Source: Javelin Strategy & Research)
- A common vector of attack
 - ✦ Sony Playstation, Zappos, Lulzsec, LinkedIn, among dozens of 2011-12 breaches tied to passwords.

The Problem Today



Identities are difficult to verify over the internet

- Numerous government services still must be conducted in person or by mail, leading to continual rising costs for state, local and federal governments
- Electronic health records could save billions, but can't move forward without solving authentication challenge for providers and individuals
- Many transactions, such as signing an auto loan or a mortgage, are still considered too risky to conduct online due to liability risks

The Problem Today

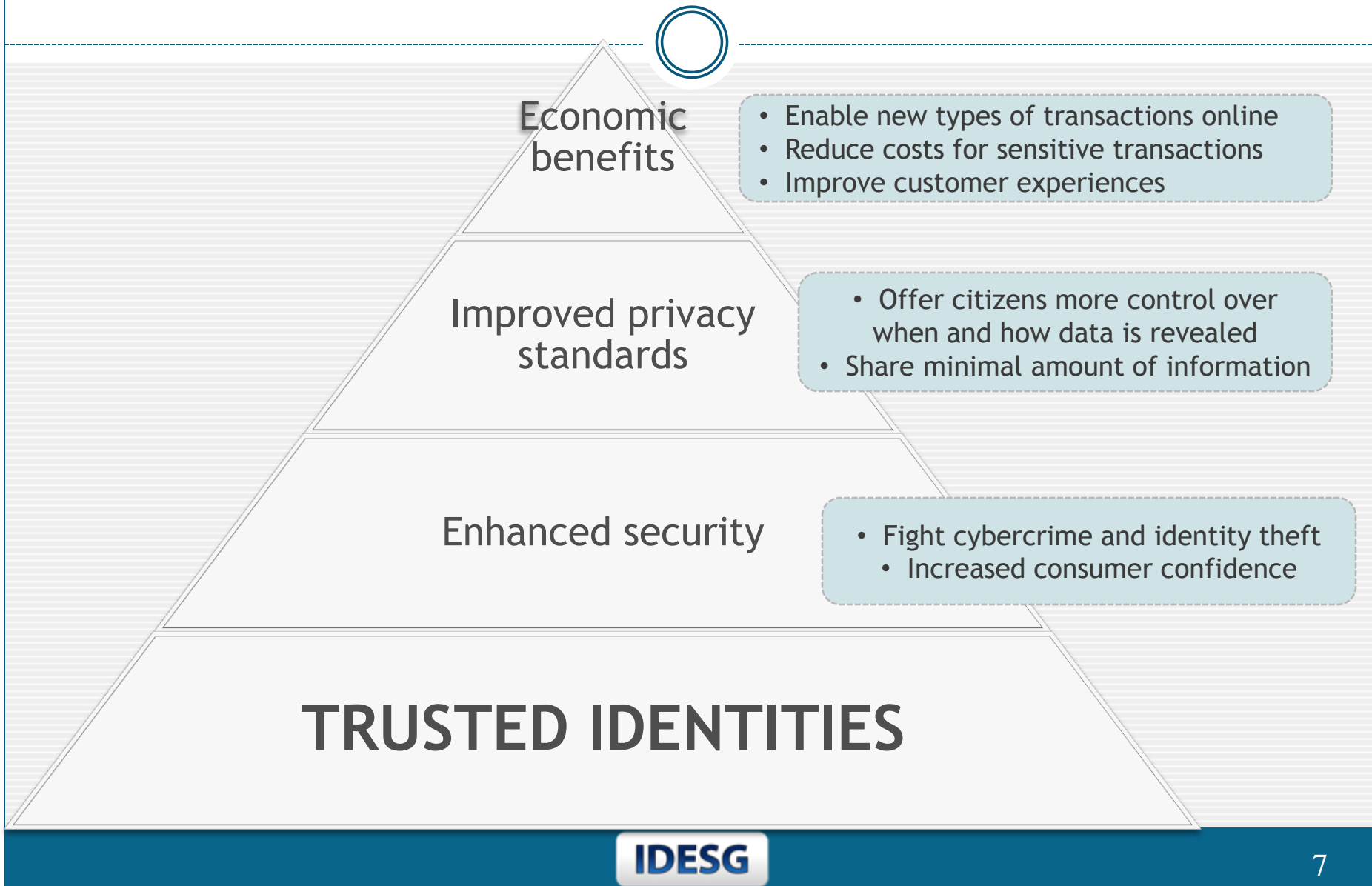


Privacy remains a challenge

- Individuals often must provide more personally identifiable information (PII) than necessary for a particular transaction
 - This data is often stored, creating “honey pots” of information for cybercriminals to pursue
- Individuals have few practical means to control use of their information



Trusted Identities Provide a Foundation

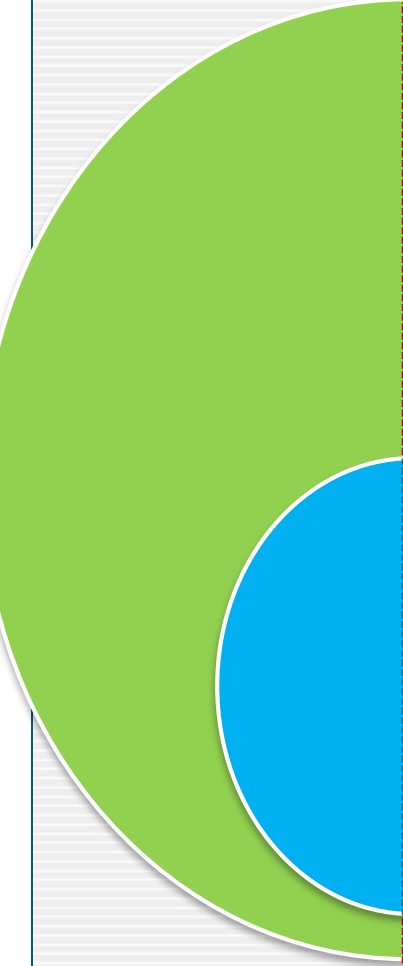


January 1st, 2016

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



What Does NSTIC Call For?



**Private sector
will lead the
effort**

- Not a government-run identity program
- Private sector is in the best position to drive technologies and solutions...
- ...and ensure the Identity Ecosystem offers improved online trust and better customer experiences

**Federal
government
will provide
support**

- Help develop a private-sector led governance model
- Facilitate and lead development of interoperable standards
- Provide clarity on national policy and legal framework around liability and privacy
- Fund pilots to stimulate the marketplace
- Act as an early adopter to stimulate demand

IDESG



Where it began!

The NSTIC called for the establishment of a private sector-led steering group to administer the development and adoption of the Identity Ecosystem Framework: the IDESG.

The IDESG receives its authority to operate from the active participation of its membership in accordance with the Rules of Association. The IDESG has been initiated with the support of NIST. Following an initial period, the IDESG will transition to a self-sustaining organization.

Mission



- The Mission of the Identity Ecosystem Steering Group (IDESG) shall be to govern and administer the Identity Ecosystem Framework in a manner that stimulates the development and sustainability of the Identity Ecosystem. The IDESG will always operate in accordance with the NSTIC's Guiding Principles.
 - **Privacy-enhancing and voluntary.**
 - **Secure and resilient.**
 - **Interoperable.**
 - **Cost-effective and easy to use.**

Objectives



The activities and work products of the IDESG shall be conducted in support of the following objectives:

- Ensuring that the Identity Ecosystem and Identity Ecosystem Framework conform to the four NSTIC Guiding Principles.
- Administering the process for policy and standards development and adoption for the Identity Ecosystem Framework and, where necessary establishing policies standards for the Identity Ecosystem Framework.
- Adopting and, where necessary, establishing standards for the Identity Ecosystem Framework.
- Certifying that accreditation authorities validate adherence to the requirements of the Identity Ecosystem Framework.

*Text taken from the Identity Ecosystem Steering Group (IDESG) Rules of Association.
Read more about the IDESG in its policy documents.*

IDESG Structure



Management Council

Chair

Vice-Chair

Ombudsman

Management Council Sub-committees

2 At-Large Delegates

14 Stakeholder Group Delegates

One Delegate, One Vote

Plenary

Chair

Vice-Chair

Committees

One Member, One Vote

Who is Involved?



Identity Ecosystem Steering Group (IDESG)

- 200+ firms/organizations; 60+ individuals
- Elected Plenary Chair (Bob Blakley/Citi) and Management Council Chair (Peter Brown); Elected 16 delegates to Management Council
- Member firms include: Aetna, Bank of America, CA, Citigroup, Daon, Experian, Fidelity, Gemalto, IBM, Intel, Lexis Nexis, Mass Mutual, Microsoft, Neiman Marcus, Oracle, PayPal, Symantec, 3M, Verizon, Visa...
- Also: AARP, ACLU, EPIC, EFF, and more than 65 universities. Participants from 12 countries.

Currently Active Committees



Committee	Objective(s)
Financial Services	Working to enable full participation of financial services stakeholders
Healthcare	Addressing the identity technology, policy and relationship (liability) requirements of the health care community
International Coordination	Coordinating engagement with relevant international identity standards bodies, initiatives, and policy bodies
Trust Framework & Trustmark	A forum for trust framework representatives and other interested parties to develop and manage a trustmark program
Policy Coordination	Inspiring awareness and reuse of successful policies, including operating rules, business process methods and risk allocation methods
Privacy Coordination	Identifying privacy issues and recommendations to remedy them.
Security	Responsible for recommending a Security Model
Standards Coordination	Identifying standards and frameworks that can support the stated key attributes of the Identity Ecosystem
User Experience	Evaluating technologies and identity solutions within the IE to confirm that they are easy-to-use and accessible for all potential users.

Privacy Committee



- Privacy Committee's overarching role is to "...facilitate and promote the implementation of the Privacy-enhancing and Voluntary Guiding Principles of the [NSTIC] in the Identity Ecosystem Framework." (Privacy Committee Charter)
- Members are comprised of individuals with an interest or the expertise in the area of privacy and civil liberties
- Members may serve as liaisons to the other IDESG Committees to collaborate on work products and identify any privacy and identity-related issues

Privacy Committee



- Three Subcommittees that focus on the following specific areas:
 - Evaluation Methodology: Assess ongoing implementation of the Privacy Evaluation Matrix (PEM) tool and adjust as needed
 - Membership & Outreach: Outreach in and outside of the IDESG for educational and membership development purposes
 - Pro-active Privacy: Provide guidance on specific privacy issues that are raised by the work of the IDESG and its Committees

Privacy Evaluation Methodology (PEM): IDESG Assessment Tool



- PEM developed by a Privacy Committee Subcommittee: Objective process for evaluating privacy issues & risks in IDESG work products & proposals
- PEM is intended as a “living document”; evaluated every 90 days and updated based on user feedback and experience
- PEM document: describes the methodology’s structure and processes
PEM guidance and analysis workbook: describes the evaluation criteria and supports application of the methodology
- PEM’s usage: provides transparency and consistency about evaluation criteria & process

Benefits of Belonging to the IDESG



- Organization Positioning
 - Ability to influence the quality and direction of Identity Ecosystem standards
 - Advocate your organization's considerations
 - Keep your organization knowledgeable of Identity Ecosystem direction
 - Pursue grant opportunities for Identity Ecosystem pilot projects
- Personal Satisfaction
 - Support your community/enhance the public good in an important US and global effort
 - Enhance public trust and security in the Identity Ecosystem
 - Participate in exciting, cutting-edge discussions that will shape the direction of privacy in the Identity Ecosystem

Benefits of Belonging to IDESG's Privacy Committee:



- Personal Growth
 - Interact, network, and learn from other leading privacy experts and organizations (Do not need to be an expert - just have a willingness to contribute)
 - Broaden experience by working with other committees
 - Pursue leadership roles in IDESG committees and/or governance

- Knowledge Development
 - The Identity Ecosystem
 - Privacy issues and how others think about them/deal with them
 - Understanding of the issues and opportunities affecting private individuals, the government, and industry segments

How to Get Involved



Connect with Members.

Join one of the email discussion lists -
Post on a forum - Contribute to the Wiki
and other projects.

Learn and Develop.

Read the Member E-Newsletter -
Read about upcoming events on the
Website - Attend online and in person.

Advocate.

Tell your associates - Include IDESG in
your industry presentations, etc.

Present Your Ideas.

Submit an idea for group discussion.
Share your own experience with your
colleagues!

Run for a Leadership Position.

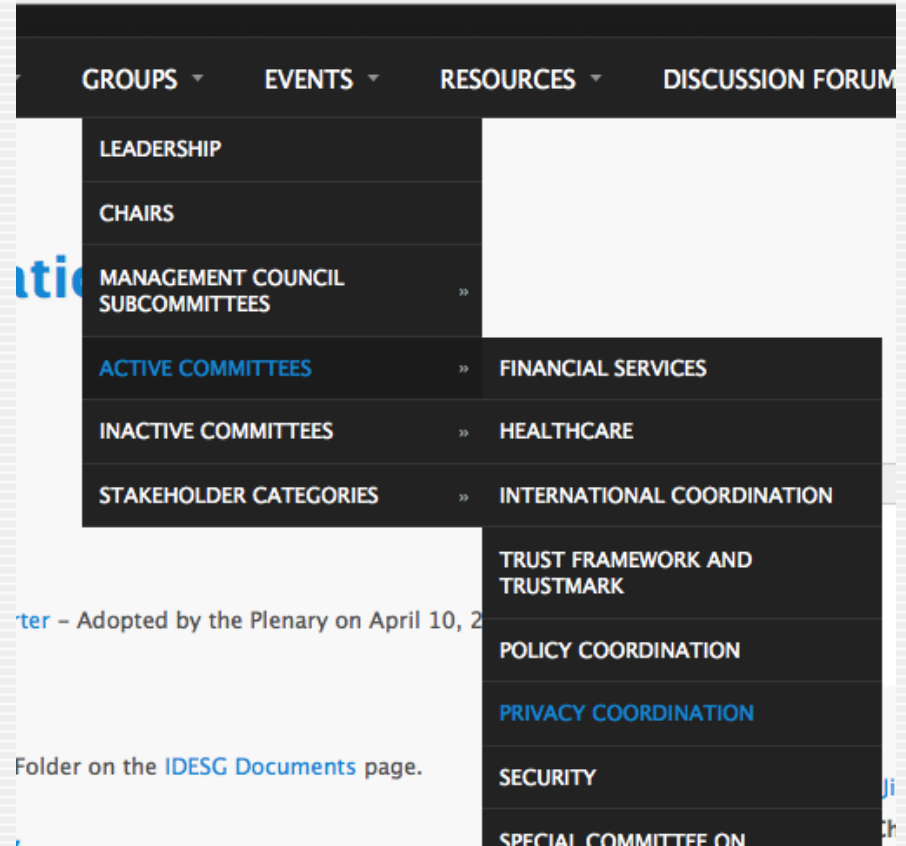
Participate. **Be a part of the solution!**



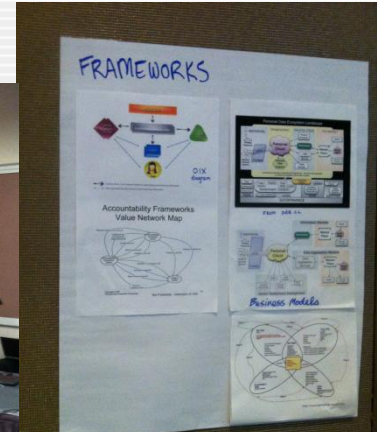
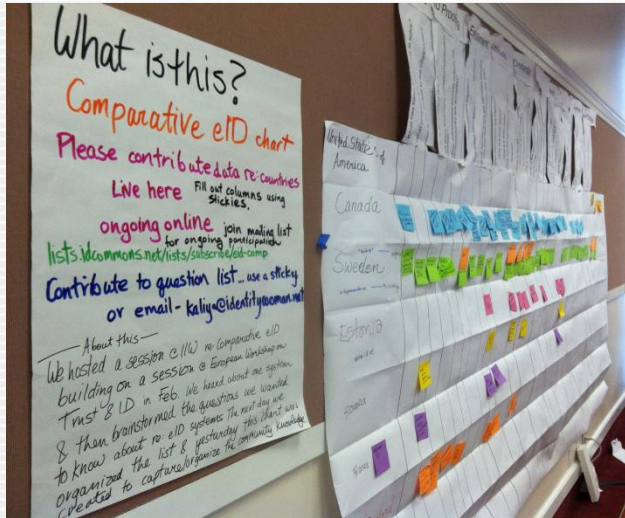
Joining a Committee or Mailing list



- On the IDESG Website: www.idecosystem.org
- Click on Groups
- Click on Active Committees
- Pick your committee or topic of interest



Thanks for Getting Involved in the IDESG!



Q & A



Questions?

Comments