Digital Identity

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Identity is personal
Identity is everywhere

7:00 am
Check Email

10:00 am
Call Uber

1:00 pm
Security Checkpoint

5pm
Hotel Check-In
What is an identity?
Inherent Traits

NAME

ADDRESS

BIRTHDAY

BIOMETRICS
Legal Assertions

PASSPORT

SOCIAL SECURITY

DRIVER’S LICENSE
Electronic Traits

- Browser Cookies
- Sensor Data
- IP Address
- E-mail Address
Behaviors

- GPS HISTORY
- MOBILE PHONE USAGE
- CREDIT CARD USAGE
But in the digital world, identity is much more complex

The average person has **27 discrete online logins** and **37% of people** forget a password at least once a week\(^1\)

An estimated **1.1 billion people, or 1 in every 7 individuals**, are unable to prove their identity\(^2\)

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1. Poll conducted by Intel Security
2. World Bank
Increasing compliance regulation and penalties

Major international banks are now spending between $900 million and $1.3 billion a year on financial crime compliance\(^1\)

Asset managers, brokers and banks expect compliance costs to more than double by 2022\(^2\)

Global lenders paid over $40 billion in penalties in 2016, including for money laundering and identity-related infractions\(^3\)

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1. Barclay Simpson report
2. Duff & Phelps survey
3. Boston Consulting Group
Personal data is compromised

The number of U.S. data breach incidents tracked in 2017 hit a new record high of **1,579 breaches**, up 44.7% from 2016\(^1\)

The number of identity fraud victims in the U.S. increased by 8% to **16.7 million consumers** in 2017, the highest on record since 2003\(^2\)

Stolen personal data are **illegally traded on the Dark Web for as little as $0.22**\(^3\)

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1. 2017 Data Breach Year-End Review released by the Identity Theft Resource Center and CyberScout
2. Javelin Strategy & Research
3. IT Pro Portal
Rethinking digital identity

Identity verification that balances security with convenience
Open platform

**Ecosystem** connecting trusted identity providers and fraud detection in real time

**Federated and interoperable IDaaS** where identities can be used for multiple use cases

**Customizable and configurable** based on specific use case requirements