Addressing Identity of People and Things, Privacy, Security and Trust on the Cloud

Belvédere Hotel, Davos
Wednesday 22 January 2014

This side-event of the World Economic Forum in Davos addressed the findings of the [Global Identity Networking of Individuals (GINI) project](#), on how to establish a new footing for the development of solutions to critical, unresolved issues in identity management, privacy, security and trust in digital communication. The content was planned in close collaboration between the International Organisation of Knowledge Economy and Enterprise Development ([IKED](#)), chair of the GINI project, and the International Secure Electronic Transactions Organization ([OISTE](#)), based in Geneva, Switzerland.

Main sponsor of the event was WISeKey, also headquartered in Geneva, while the Fraunhofer Institute for Open Communication Systems ([FOKUS](#)) along with IKED and the GINI members provide(d) co-sponsorship.

Targeted audience: decision makers in media, industry, government, academia, financial institutions and multilateral bodies.

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In a couple of years, one out of two persons on earth will use Internet. One out of four will belong to a social network. By then, the combined Internet economies of the G-20 will reach $4.2 trillion and mobile devices will account for some 80 per cent of all broadband connections. Meanwhile, following the rise of cloud computing, convergence and much enhanced interoperability, the technology will be in place to link and exploit the enormous amount of data thereby produced in ways that are now unthinkable.

However, what conditions will apply to the use of personal data? How are individuals to cope in a digital universe in which all and everyone, human beings and "things", blend in one mesh? Will individual users have a word to say in how their identities and their personal data are managed?

At present, financial and commercial markets, and - apparently - governments as well, are moving more or less indiscriminately to gain access to, and exploit the personal data of human beings. Technical progress will quickly take us into the stratosphere of capacity in this respect - unless countervailing forces are put into place. Without some sort of checks and balances,

companies – and presumably, governments - will gain entirely new means to potentially abuse the end user.

Given the cross-border nature of the digital world and the contradictory interests of different countries, this is not primarily a matter of regulation. In fact, too much state intervention would be counterproductive, although new legislation and state partnership is required.

In contrast to the current public debate, the Davos event focused on the tools which will make market forces start working for users in protecting and managing their digital identities and personal data. This will require that the evolving undefined cloud of digital communication is granted a new kind of architecture. We need to move towards a setup in which users, relying parties, and databases are appropriately serviced by a revitalised breed of operator functions, which will guarantee and draw upon user control of personal identity and data.

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As set out in the [Roadmap for implementing a new model of digital identity management](#), the GINI consortium proposes an INDI – Individual Identity Networking – ecosystem; where the individual will gain control of his/her identity and thus the revenue potential of personal data. The establishment of an INDI ecosystem stands to generate tremendous value through a new sort of functionality in regard to identity management, security, privacy and trust in digital communication. But what is required for the rise of operators that are able to deliver the implied kind of services? How can they be mandated and certified to guard the diverse needs of users, relying parties and data providers on terms that would allow for global trust among all? Would a supranational coordinating body capable of certifying and cross-certifying a range of authentication systems, using a common standard, be required?

Against this backdrop, the Davos event explored ways forward on issues that are fundamentally important to market efficiency and the standing of human beings in the digital world. Panelists and participants from around the world brought insights what it takes to achieve an arena in which market forces support the rise of operators that are driven by the value generated by user-centric digital communication in which individuals control their own identities and personal information, and in which data governance is optimized with a view to the virtues of security, privacy, accountability and trust.

Finally, following the breakfast session in Davos, GINI representatives worked with experts and participants in the World Economic Forum to venture into possibilities for launching pilots in key sectors to put the INDI framework to practical use, advancing, testing and implementing a new generation of user-driven services, enabling users orderly returns to sharing of personal data.

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Panellists
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Carlos Moreira – Moderator
Mr Moreira was during 15 years a UN expert on IT, eSecurity and Telecommunications, being a pioneer in proposing workable solutions to e-commerce and e-government for developing and least developed nations. He is also founder of the Geneva Security Forum SA; Member of the Global Clinton Initiative and the World Economic Forum Global Growth Companies.

Neelie Kroes
Vice President of the European Commission and responsible for the Digital Agenda for Europe. Her portfolio includes the information and communications technology (ICT) and telecommunications sectors, including ensuring trust and security for the Internet and new technologies.

Thomas Andersson
Professor, Dr., Thomas Andersson Chairman of the GINI Consortium. He is also the Chairman of the International Organisation of Knowledge Economy and Enterprise Development (IKED), Chairman of the International Entrepreneurship Academy and Chairman of the International Council of the Global Trust Center.

Marina Grigorian
Marina Grigorian is head of strategic communications of the Fraunhofer Institute for Open Communication Systems (FOKUS), managing IT and identity management projects for German and European governmental organizations. She holds managerial responsibility of the innovation cluster Next Generation ID (NGID).

Humberto Luiz Ribeiro
Secretary of Commerce and Services (SCS), Ministry of Development, Industry and Foreign Trade, Brazil. MBA; executive programmes, MIT, INSEAD, Wharton School, Georgetown University. Extensive entrepreneurial experience in information technology, business process management, etc. Member, National Leaders Forum, Brazil. 2002, nominated Global Leader for Tomorrow, World Economic Forum.

Alex "Sandy" Pentland
Named by Forbes in 2012 as one of the seven most powerful data scientists in the world, Alex "Sandy" Pentland is the director of MIT's Human Dynamics Laboratory and the MIT Media Lab Entrepreneurship Program. He also co-leads the WEF Big Data and Personal Data initiatives.