

## DIGITAL IDENTITY PRIVACY THREATS AND BUSINESS OPPORTUNITY, WILL THE TECHNOLOGY FIX EVERYTHING?

### Horizon 2020 – PoSeID-on Public Launch Event

#### Alessia Valentini - «PoSeID-on»

>  
accenture

### Rome, October 25th 2018

# AGENDA

- 
- 1 **OUR ANSWER ON INNOVATION & D.I. PROTECTION**
  - 2 **IMPACT & BUSINESS OPPORTUNITIES**
  - 3 **ARCHITECTURE & USE CASES**
  - 4 **INITIATIVE WITHIN THE EUROPEAN CONTEXT**
  - 5 **PROJECT PROGRESS**
  - 6 **EXCELLENCE & AMBITION**

# OUR ANSWER: TECHNOLOGY MAY SUPPORT



**Digital identity is growing in importance** and blockchain provides the technology to put **security and trust into digital identity applications**. In POSEIDON **Blockchain is used** to give a **complete control** about user **consensus**.



In Poseidon **Blockchain technology, smart and cloud** offer **innovative and secure services, balancing between awareness and business opportunities** impacting users, private and public entities.



**The architecture provides a concrete support to avoid privacy risk and threats** like identity fraud and data hacking. The **Risk Management Module notifies** users about **emerging anomalies** and **personal identifiable information (PII)** can be disabled.



# IMPACT & OPPORTUNITIES



## IMPACT ON USERS

- ✓ **Increased trust** in the Digital Single Market
- ✓ **Simplified access to an increased number services and procedures**
- ✓ Easier interaction with public entities



## BENEFITS FOR PUBLIC ENTITIES

- ✓ Integration of existing IT protocols, practices and technologies
- ✓ **Simplification of bureaucratic procedures**

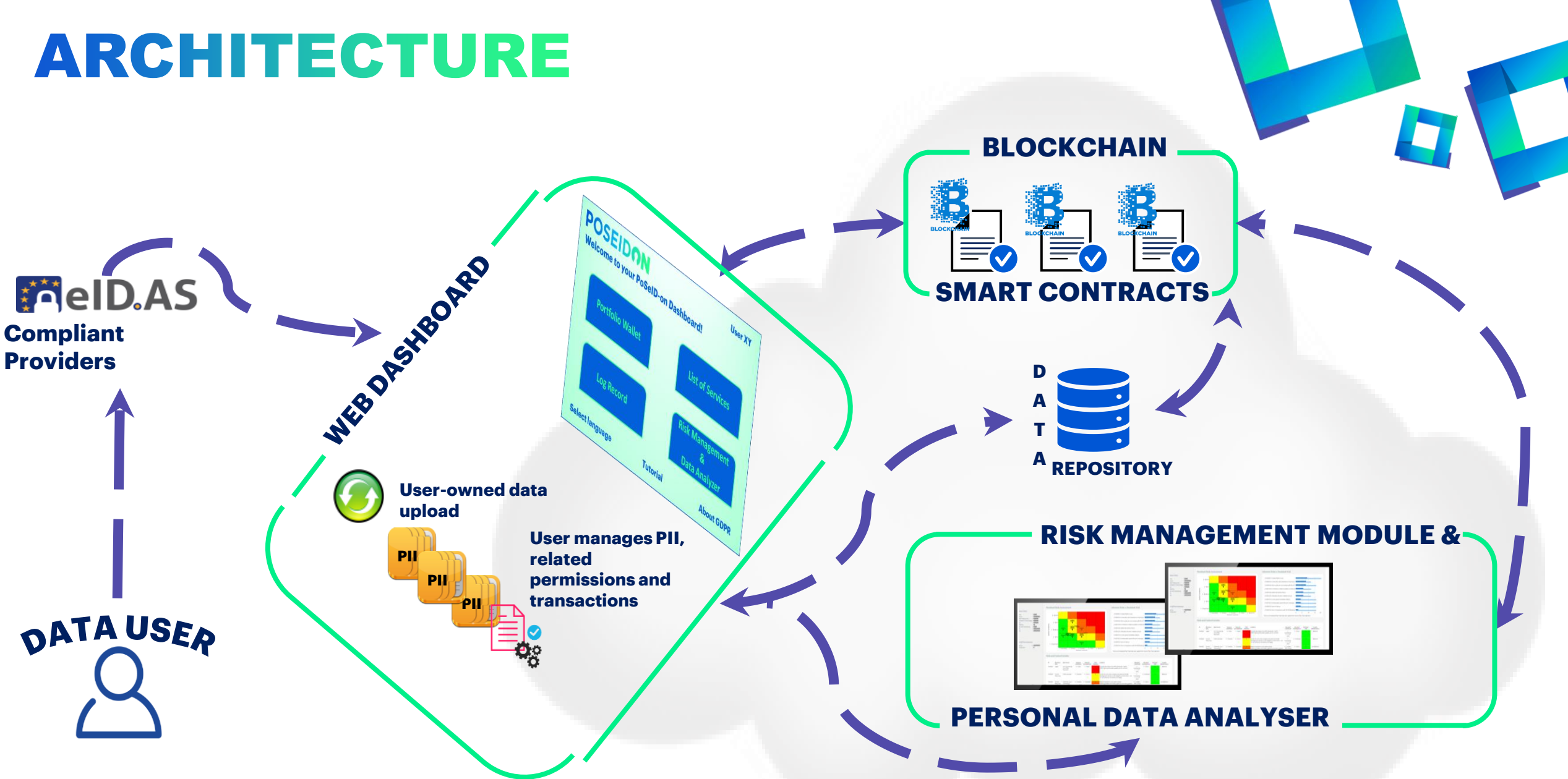
## BUSINESS OPPORTUNITIES FOR PRIVATE ENTITIES



- ✓ **New services, new customers and new professional profiles**
- ✓ Integration with public entities
- ✓ Less responsibility when managing clients' personal data
- ✓ **GDPR compliance**



# ARCHITECTURE

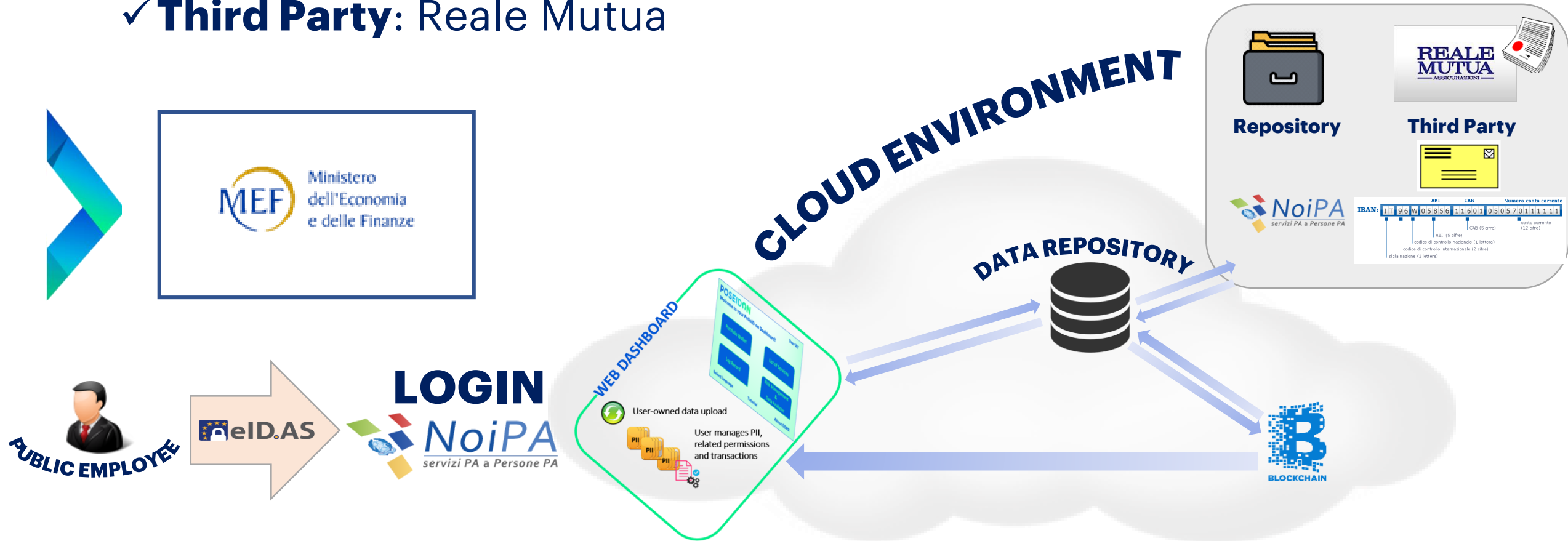




# USE CASE 1/4 (MEF)

## ENHANCED E-SERVICES FOR PUBLIC EMPLOYEES

- ✓ **Goal:** integrating the NoiPA Portal with Poseidon
- ✓ **Third Party:** Reale Mutua



# USE CASE 2/4 (SANTANDER)



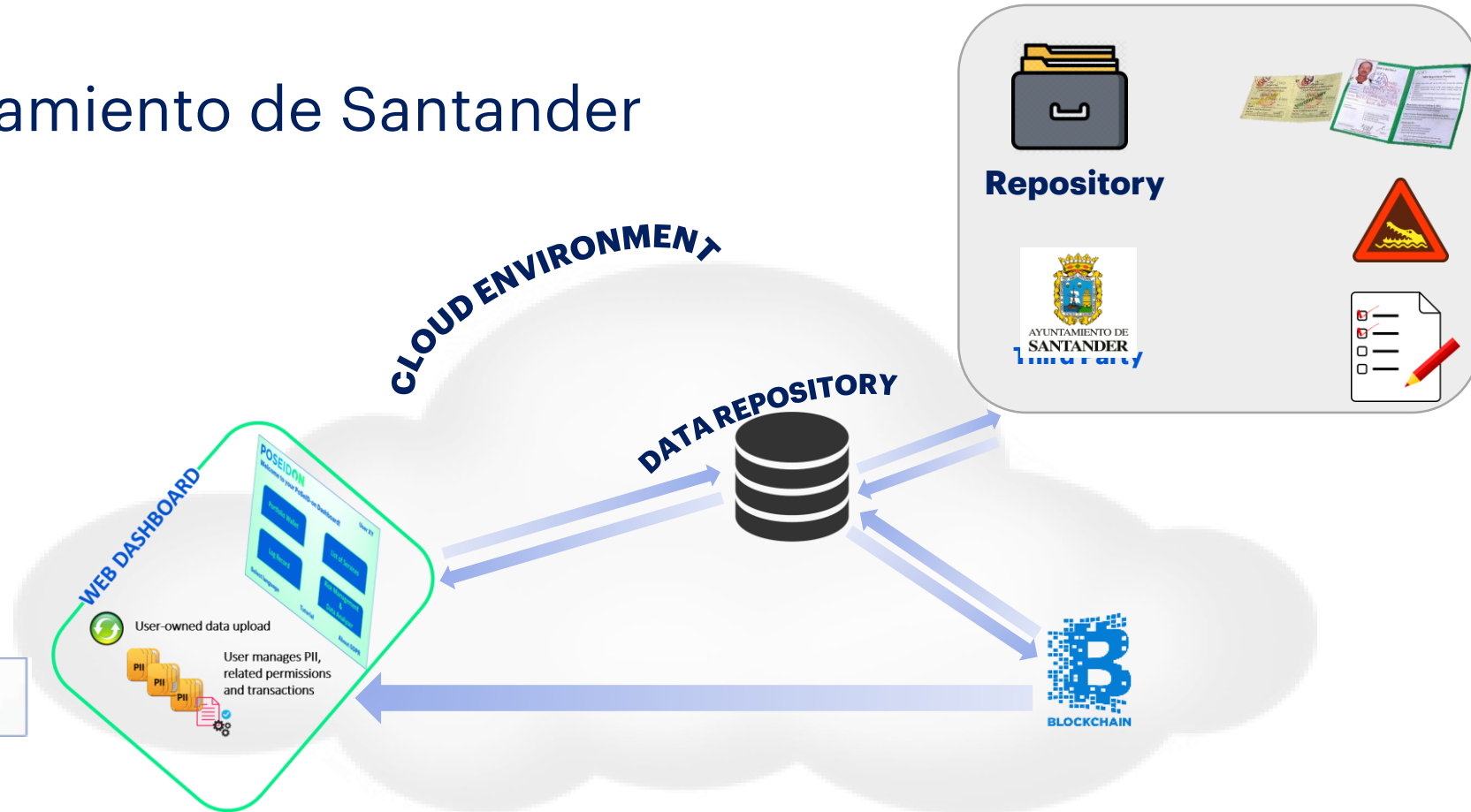
## MUNICIPAL DIGITAL SERVICES

- ✓ **Goal:** integrate the e-Xperta e-administration with Poseidon
- ✓ **Third Party:** Ayuntamiento de Santander



**LOGIN**

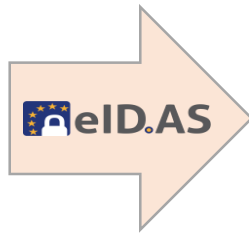
eXperta



# USE CASE 3/4 (BRZ)

## DASHBOARD FOR BUSINESSES AT USP

- ✓ **Goal:** is to integrate the USP (Unternehmensserviceportal) one-stop-shop Business Service Portal with the PoSeID-on system
- ✓ **Third Party:** public or Business Services



**LOGIN**

UNTERNEHMENSSERVICE PORTAL

Anmeldung mit Handsignatur

Handytelefonnummer:

Signatur Passwort:

Identifizieren

☒ Eigenes Fenster

> lokale Bürgerkartenumgebung

Anmeldung mit USP-Kennung

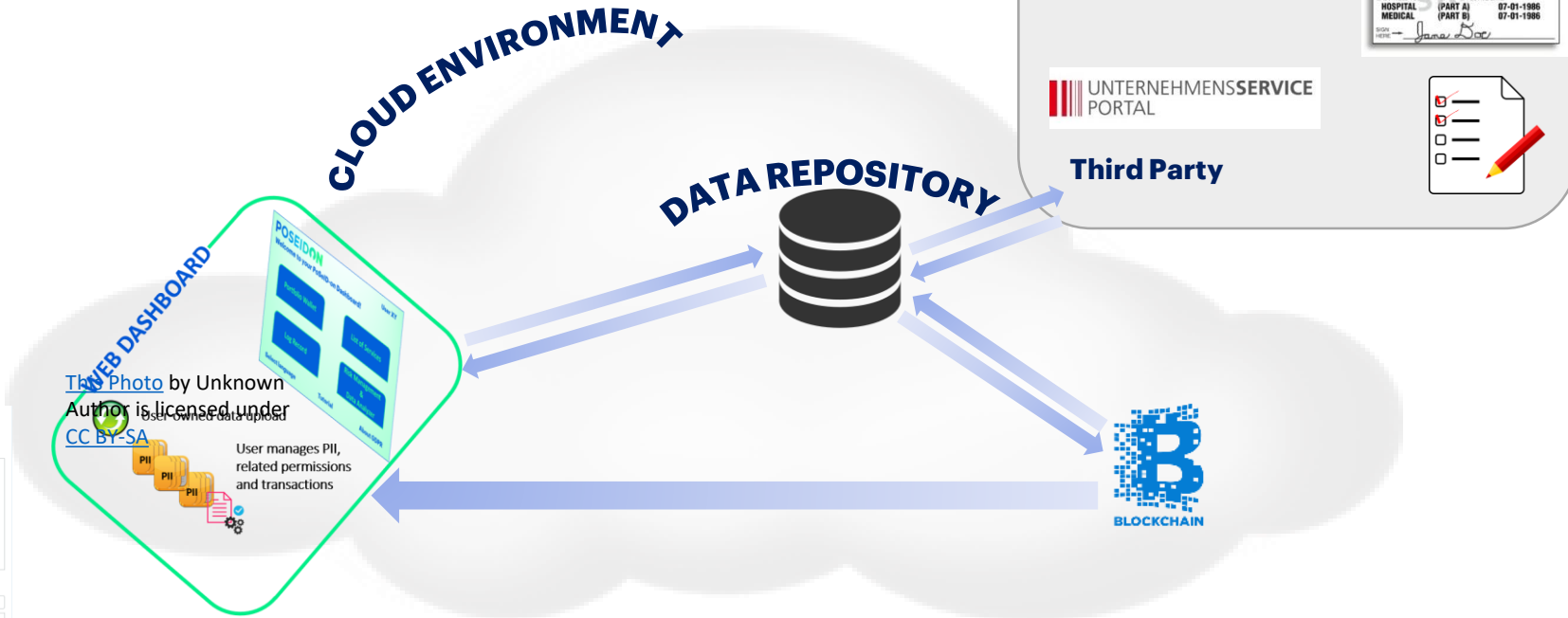
Teilnehmer-Identifikation

Benutzer-Identifikation

PIN

Anmelden > Passwort / PIN vergessen

> Neu am USP? Infos zur Registrierung



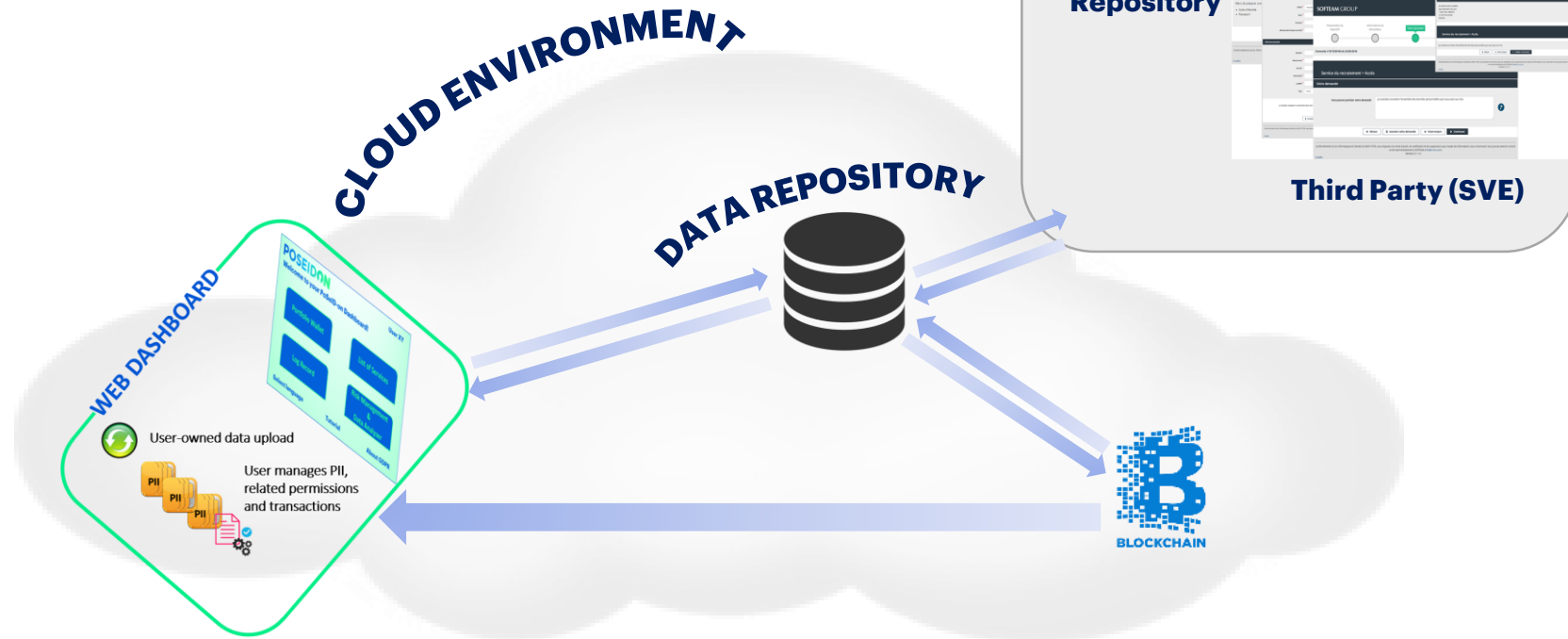
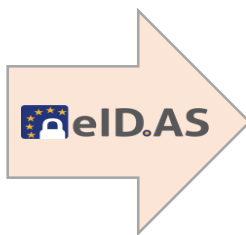


# USE CASE 4/4 (SOFTEAM)



## SIMPLIFIED E-SERVICES FOR FRENCH CITIZENS

- ✓ **Goal:** integrating the Saisine par Voie Électronique (SVE) service with PoSeID-on
- ✓ **Third Party:** public or Business Services



# OUR INITIATIVE IN THE EU CONTEXT



## PoSEID-on in line with latest European Parliament resolution about Blockchain technologies

- ✓ PoSEID-on: Blockchain and GDPR may coexist together

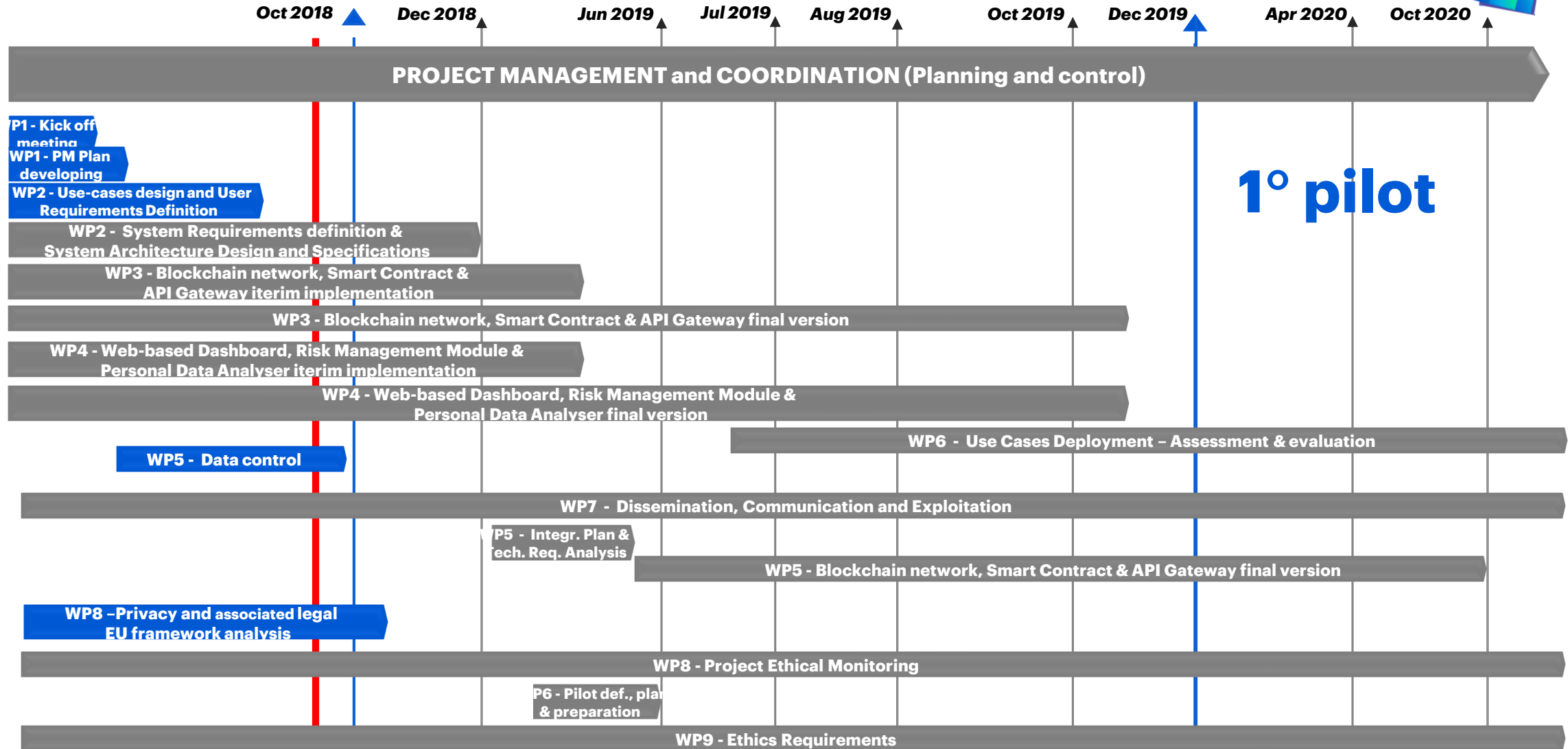
## PoSEID-on supports the delivery of Digital Public Services

- ✓ Support the delivery of cross-border **digital public services** through the establishment of a **European Blockchain Services Infrastructure** after the **European Blockchain Partnership**

## PoSEID-on has been accepted by the EU Blockchain Observatory and may contribute to accelerate the digitalization of the EU

- ✓ Our initiative was made known to the newly launched **EU Blockchain Observatory and Forum**

# GANNT PROJECT & WHERE ARE WE NOW?



# EXCELLENCE & AMBITION

## GDPR COMPLIANT



Right to access



Data portability



Rectification



Right to be  
forgotten



Restriction of  
processing

## SOCIETAL IMPACT



Support for Fundamental  
Rights



Increased Trust and  
Confidence



Increased use of privacy-by-  
design

## DATA ETHICS



Data Minimization Principle



Privacy Exposure Alert



Data Access Authorization





# THANK YOU FOR YOUR ATTENTION

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and enjoy the conference

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PoselDon Project

