

DIGITAL IDENTITY

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

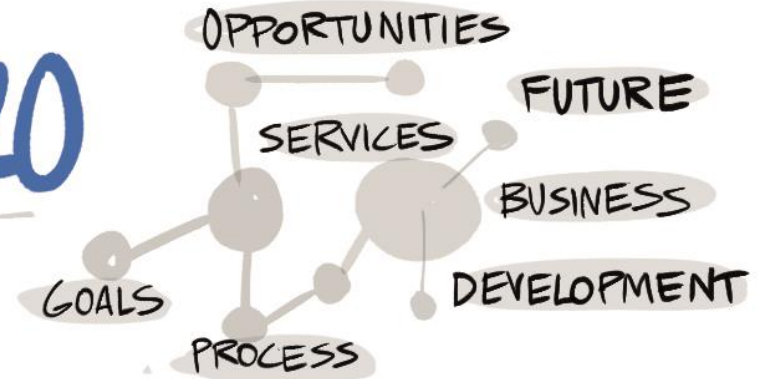
Horizon 2020 – PoSeID-on Public Launch Event

Thursday October 25 th 2018, Rome

**Ministry of Economy
and Finance
Via Pastrengo,1**



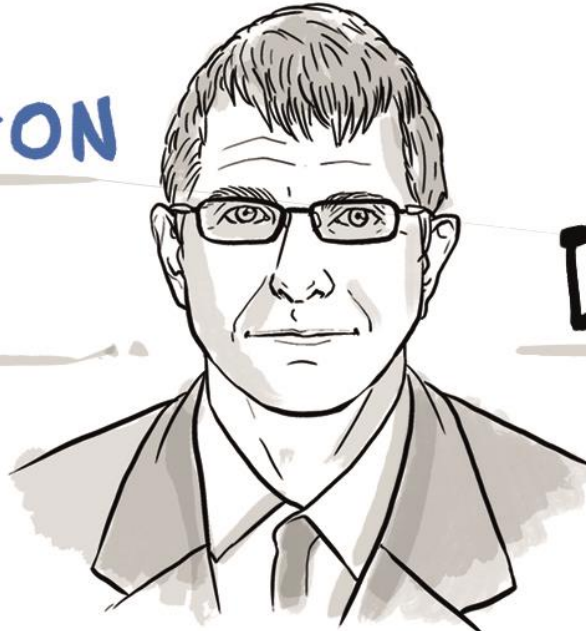
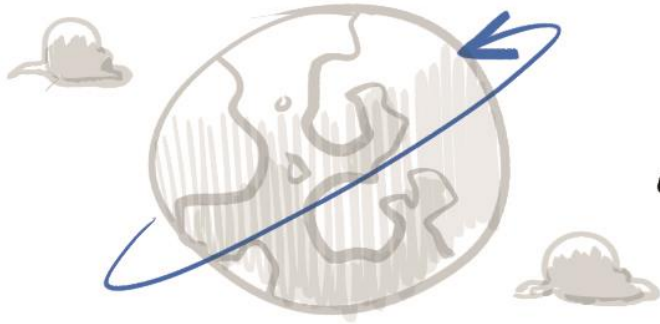
HORIZON 2020



POSEIDON

NoIPA

IS THE LARGEST
PAYROLL
SERVICE IN
THE WORLD



**FRANCESCO PAOLO
SCHIAVO**

DIRECTOR OF THE DIRECTORATE
OF INFORMATIVE SYSTEMS and
INNOVATION (DSII) of DAG and
POSEIDON PROJECT COORDINATOR
MEF

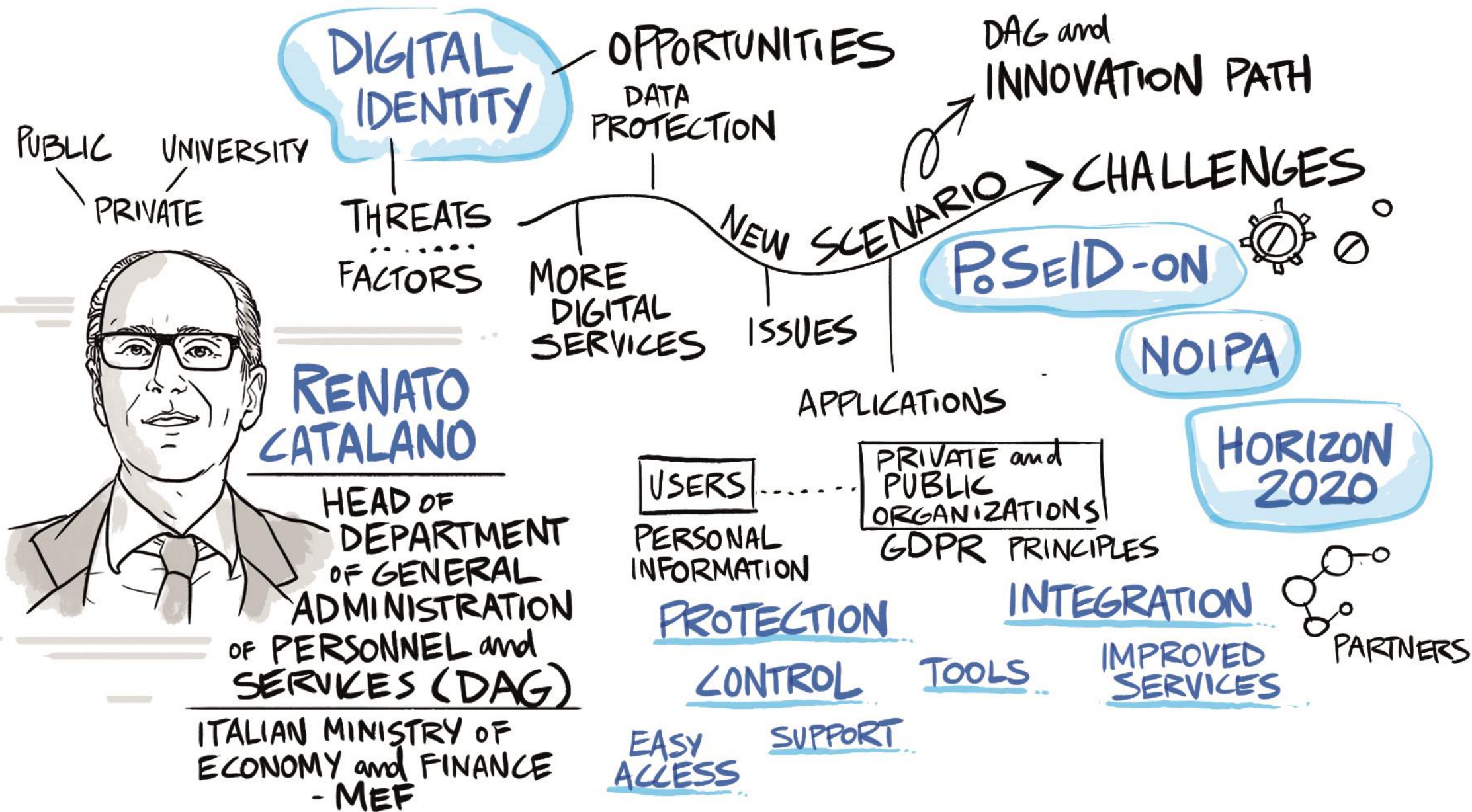
DSII

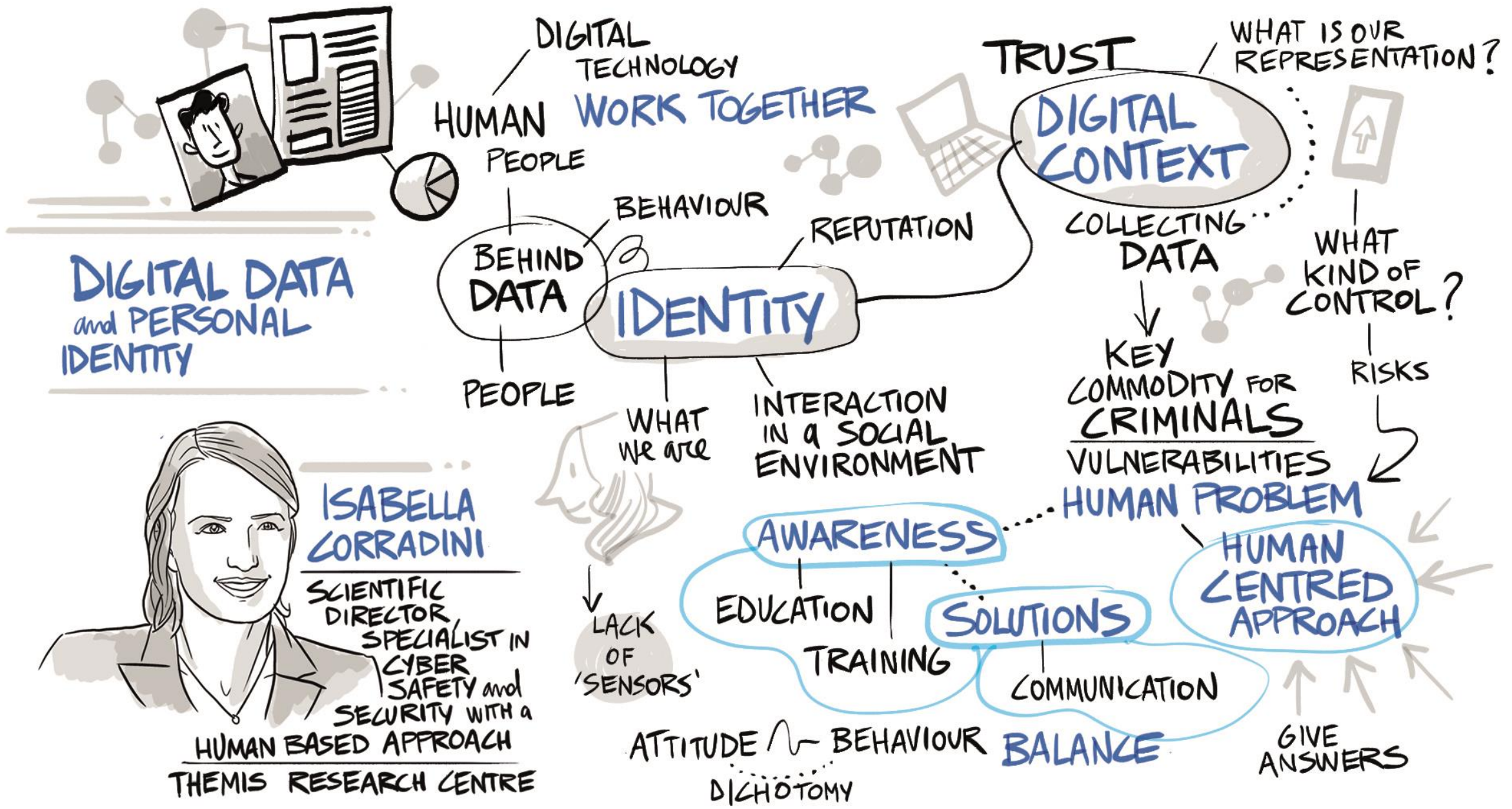
DIRECTORATE OF
INFORMATIVE SYSTEMS
and INNOVATION

MEF

MINISTRY
OF ECONOMY and
FINANCE









FUTURE



DIGITAL LIFE

TRANSACTION

INTERACT DATA

PUBLIC

PLATFORM

PRIVATE

DIGITAL ID



INTERACTION



IDENTITY SYSTEMS
REFORM
PRIVACY

POLICY
REGULATORY
ASSETS

PARTNERS

ENGAGE

PoSEID-ON
PROJECT

BLOCKCHAIN
TECHNOLOGY

FINANCIAL
COMMERCE

SERVICES

BLOCKCHAIN
ALLIANCE

TRUST

FULLY
COMPLIANT

PROTECTION

SERVICES

SOLUTIONS

ELECTRONIC
IDENTIFICATION
and E.PRIVACY: EU

ROBERTO
VIOLA

GENERAL
DIRECTOR
OF DG
CONNECT

EUROPEAN
COMMISSION

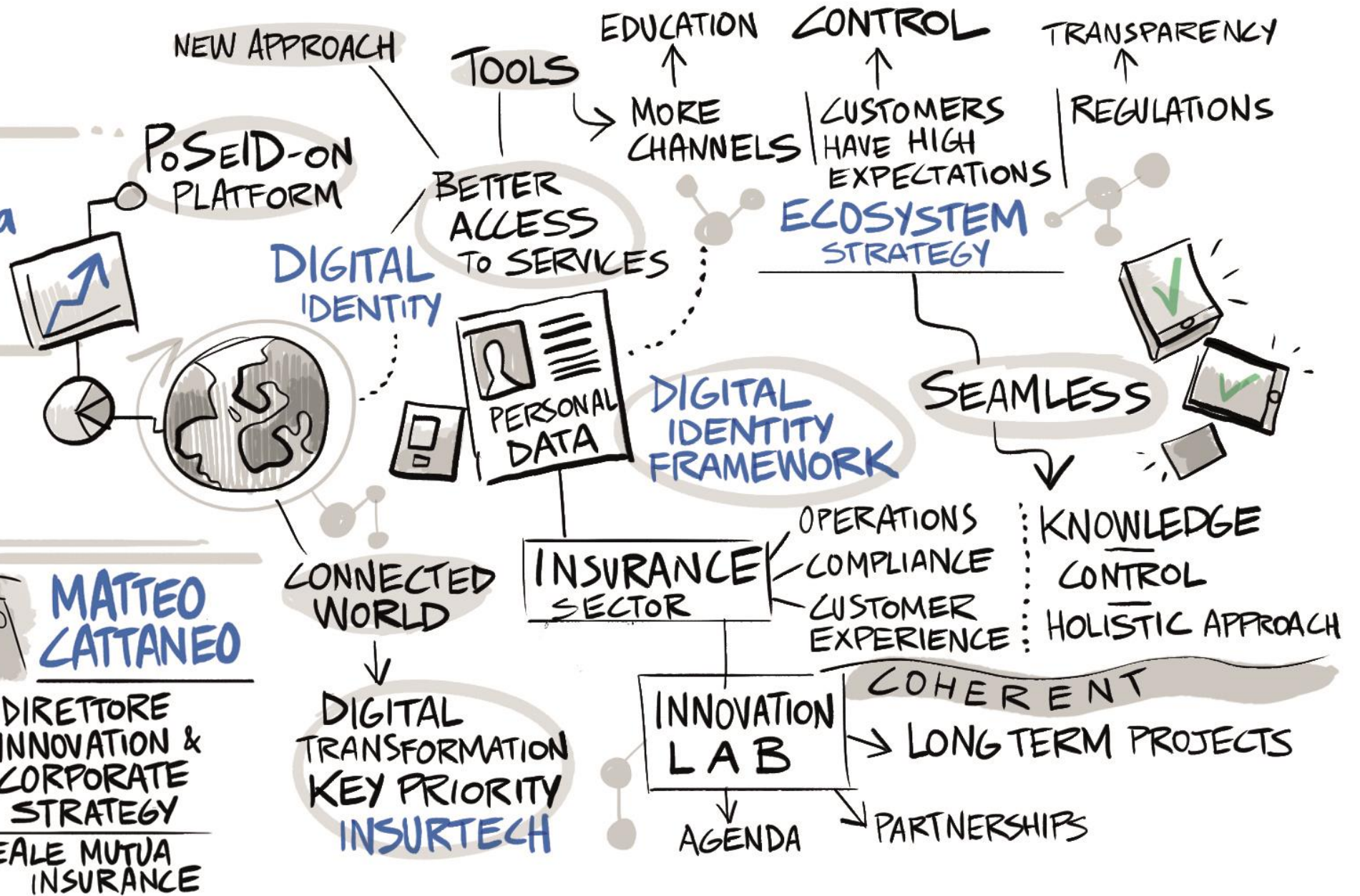


DIGITAL IDENTITY as a BUSINESS FACILITATOR



MATTEO CATTANEO

DIRETTORE INNOVATION & CORPORATE STRATEGY
REALE MUTUA INSURANCE



DIGITAL IDENTITY

GROWING IMPORTANCE

TOOLS
TRUST
CONTROL
CONSENSUS
AWARENESS

TECHNOLOGY → EASY
SUPPORT
SECURITY

SIMPLIFY

INTEGRATION
TRANSPARENCY
INTERACT

PoSEID-on
PROJECT
EXPERIENCE

BLOCKCHAIN

USER = ACTOR

HELPS EUROPE
DEVELOP a
PUBLIC
BLOCKCHAIN

SUPPORTS
THE DELIVERY
OF DIGITAL
PUBLIC SERVICES

ACCEPTED BY THE
EU BLOCKCHAIN
OBSERVATORY

→ OPPORTUNITIES

NEW
BUSINESS
PROFILES



UPDATE

CLOUD ENVIRONMENT



ALESSIA
VALENTINI

PoSEIDon
TECHNICAL DIRECTOR
ACCENTURE

ARCHITECTURE

WEB
DASHBOARD

MANAGE

RISK
MANAGEMENT
MODULE

PERSONAL
DATA
ANALYSER

BLOCKCHAIN
SMART
CONTRACTS

DATA



JOURNEY...



FIX SOME
ISSUES

PAPAYA
(PLATFORM FOR
PRIVACY PRESERVING
DATA ANALYTICS)

PROJECT
EXPERIENCE



**MELEK
ÖKEN**

PAPAYA
PROJECT
COORDINATOR
EURECOM

DATA ANALYTICS
as a SERVICE



**VALUE
INFORMATION**

MINIMIZE
RISKS
MONITORING
ALERTING
MONITORING
PROFILING

DATA BREACHES

HEALTH | SERVICES
FINANCIAL

GDPR
SINCE
MAY 2018

LEARN FROM DATA

ADVANTAGE

PREDICTION

ORGANIZATIONS

PUBLIC

FUTURE



FROM
WHOM

CLOUD
SERVER
QUERIER
DATA
COLLECTOR

MODEL

QUERY

DATA

PROTECTION

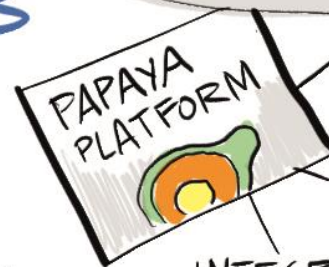
HOW

USER
CONTROL

ANONYMISATION
ENCRYPTION



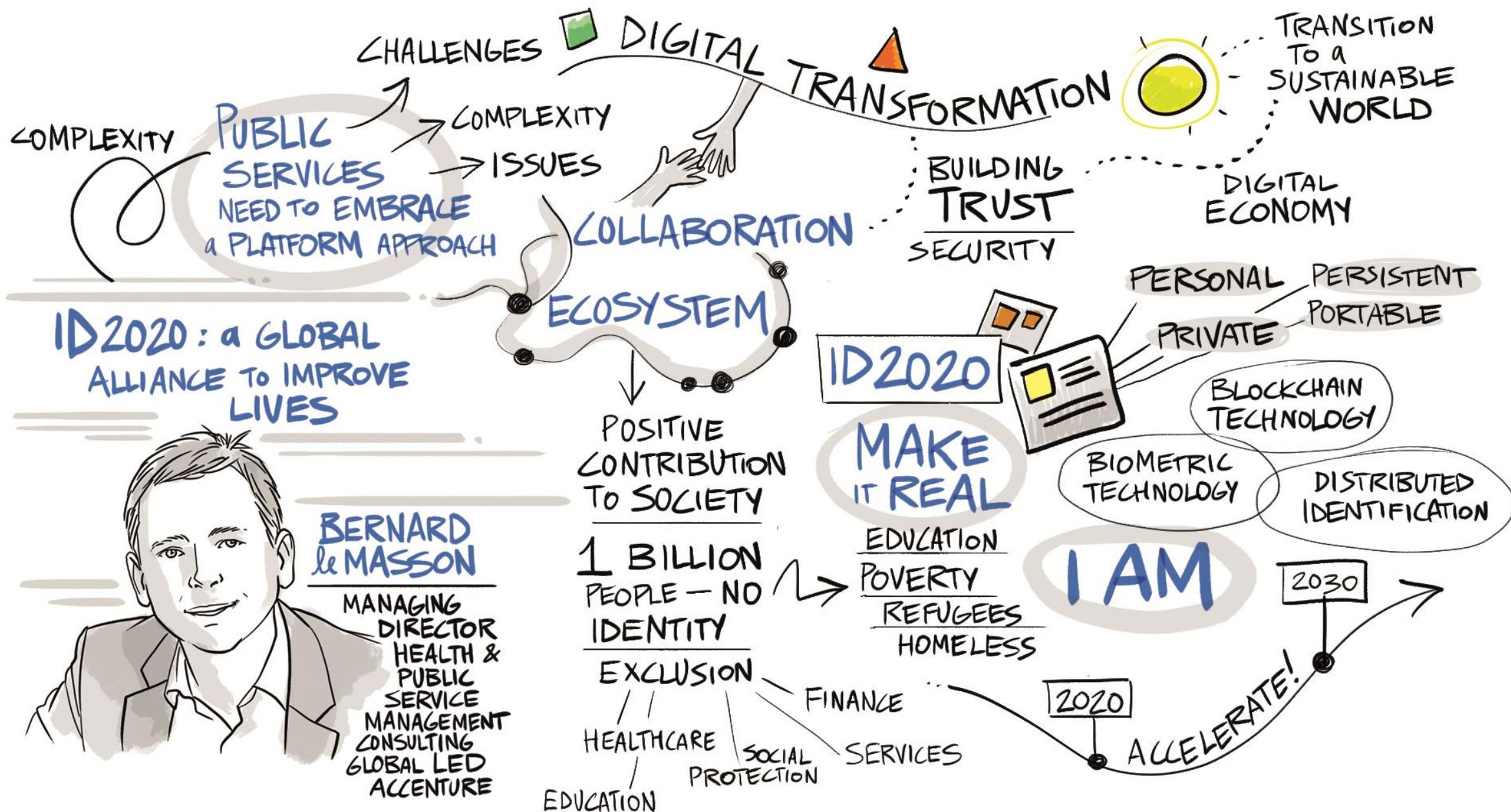
PETS
MODULE



PRIVACY
BY DESIGN

DIFFERENT
SETTINGS

INTEGRATED
PLATFORM
COLLABORATION | ADAPT





**MASSIMO
GARAVAGLIA**

UNDERSECRETARY
FOR THE MINISTRY
OF ECONOMY
and FINANCE

CHANGE!

**DATA
MANAGEMENT**

INFORMATION

SECURITY

DATA
PROTECTION

**DIGITAL
TRANSFORMATION**

**TRANSPARENT
DIGITAL
MARKET**

OPPORTUNITIES



**BEST
TECHNOLOGY**

**BLOCKCHAIN
PARTNERSHIPS**

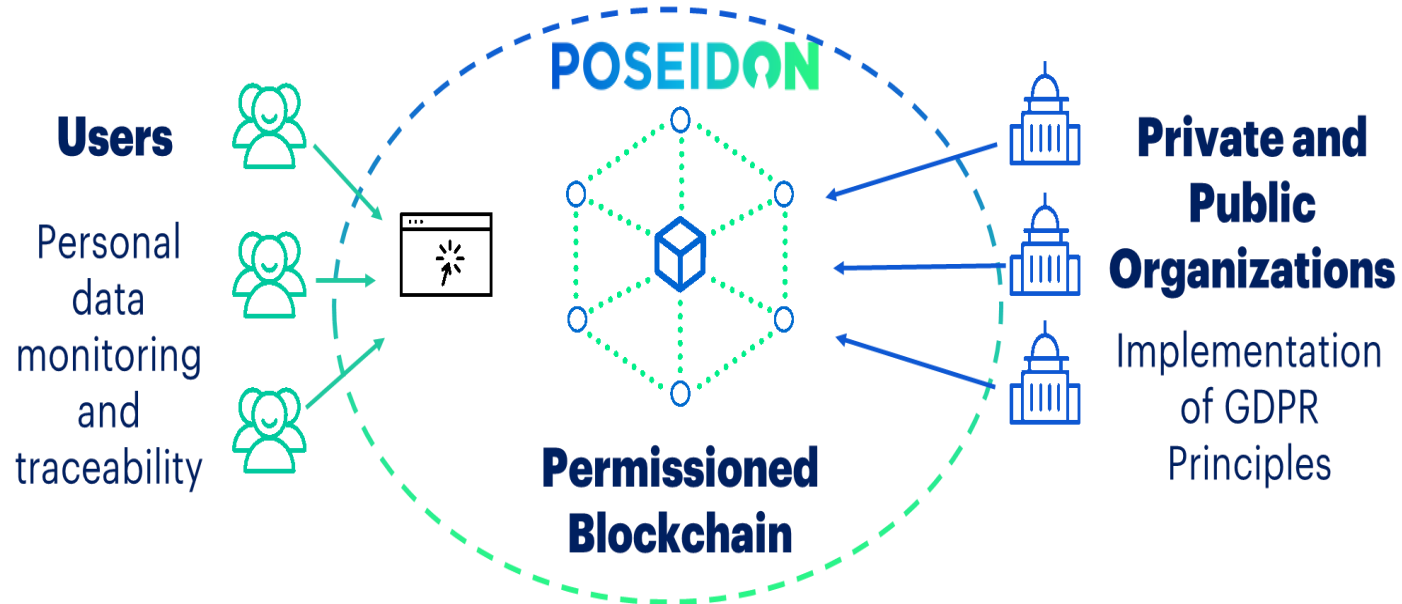


DIFFUSION
IN PEOPLE
EVERYDAY
LIFE



POSEIDON PROJECT

The PoSeID-on Project (**P**rotection and control of **S**ecured **I**nformation by means of a privacy enhanced **D**ashboard), funded by Horizon2020, aims to address the new challenges posed by the protection of personal data.



The work will be spread in a time span of 30 months (05/2018 - 10/2020).

A Consortium of ten partners (private and public) from seven European countries is involved.

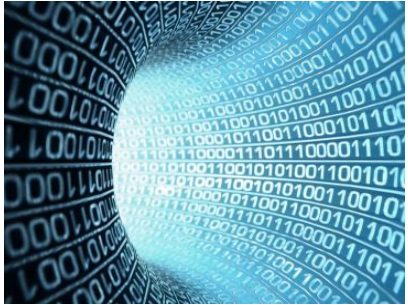
The scope is the realization of a *Personal Enhanced Dashboard (PED)*.

The solution allows the Users to manage their Personal Data, in order to let them actually benefit all the rights covered by the European General Data Protection Regulation (**GDPR**)



POSEID-ON GOALS & EXPECTED IMPACTS

Strategic Goals



Data Management

Provide to stakeholders easy, concise, transparent and intelligible access to their personal data processed by public and private organizations



Data Protection

Support the compliance of technological services and products with the GDPR regulation

Expected Impacts



Foster the relationships between users and private and public organizations



Developments in the digital market thanks to the reduction of users' skepticism



Integration of existing IT protocols, practices and technologies in a innovative platform to increase transparency and and reliability

WHAT DOES THE NEXT FEW YEARS HOLD?

