

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

Horizon 2020 POSEIDON Public Launch Event

POSEIDON

Renato Catalano

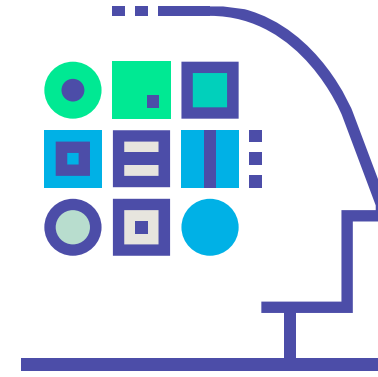
Rome, October 25th

DIGITAL IDENTITY

THREATS AND OPPORTUNITIES



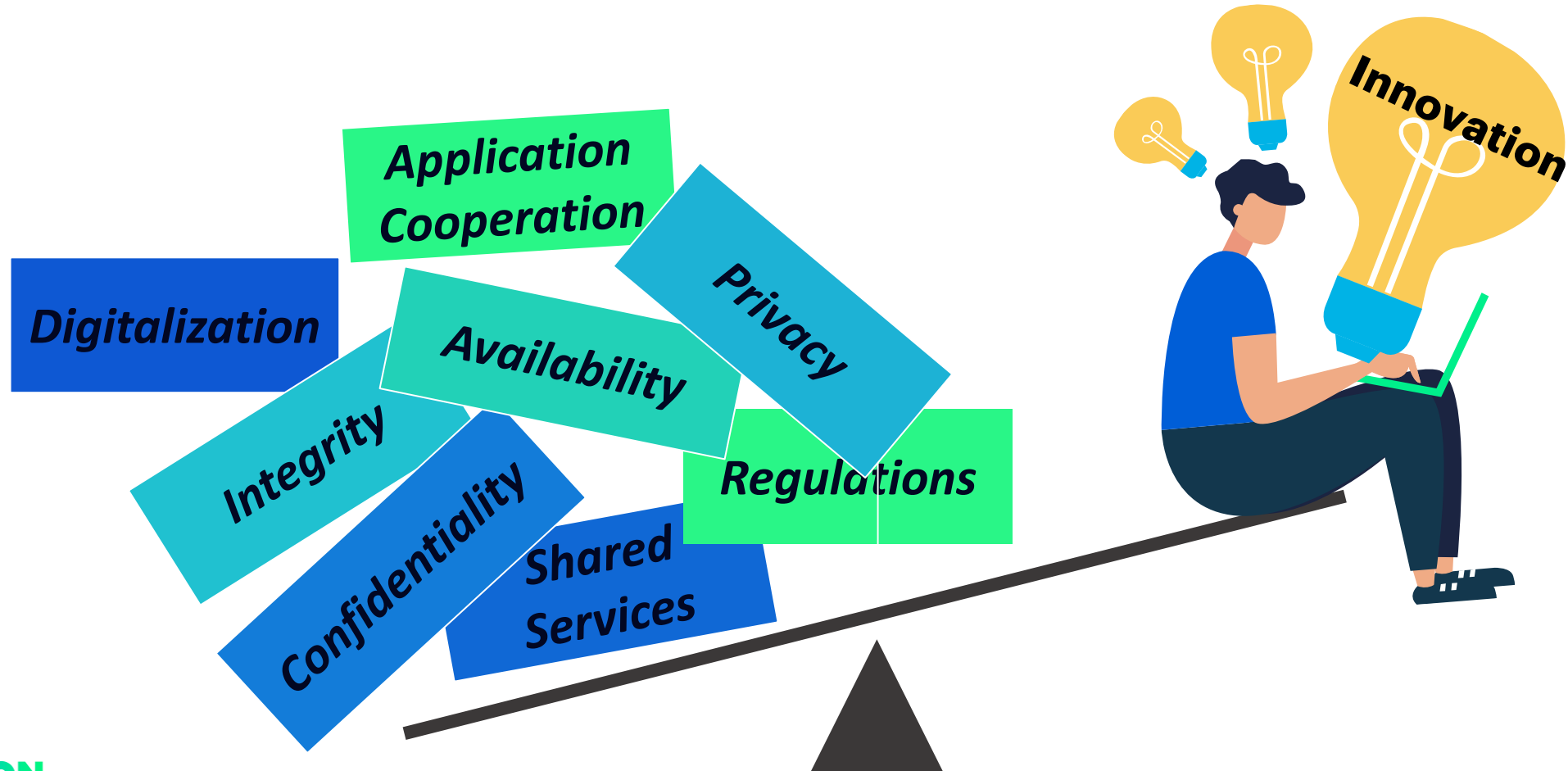
**More digital
services mean more
information to
exchange**



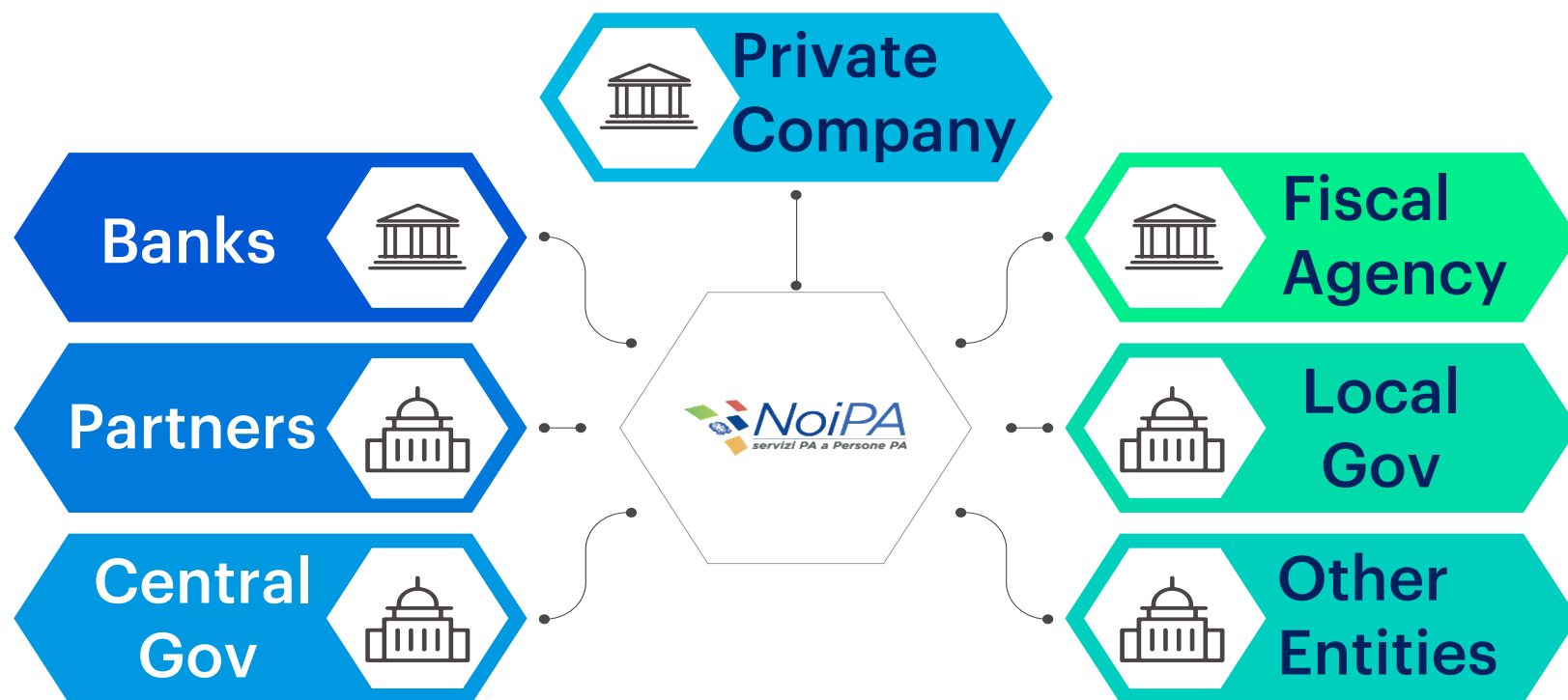
**Think out of the
box, focus on
opportunities**

DAG AND INNOVATION PATH

Factors to be addressed... ..Key to success



NOIPA EXPERIENCE AND POSEID-ON



GDPR compliance



POSEIDON



Users



Personal data

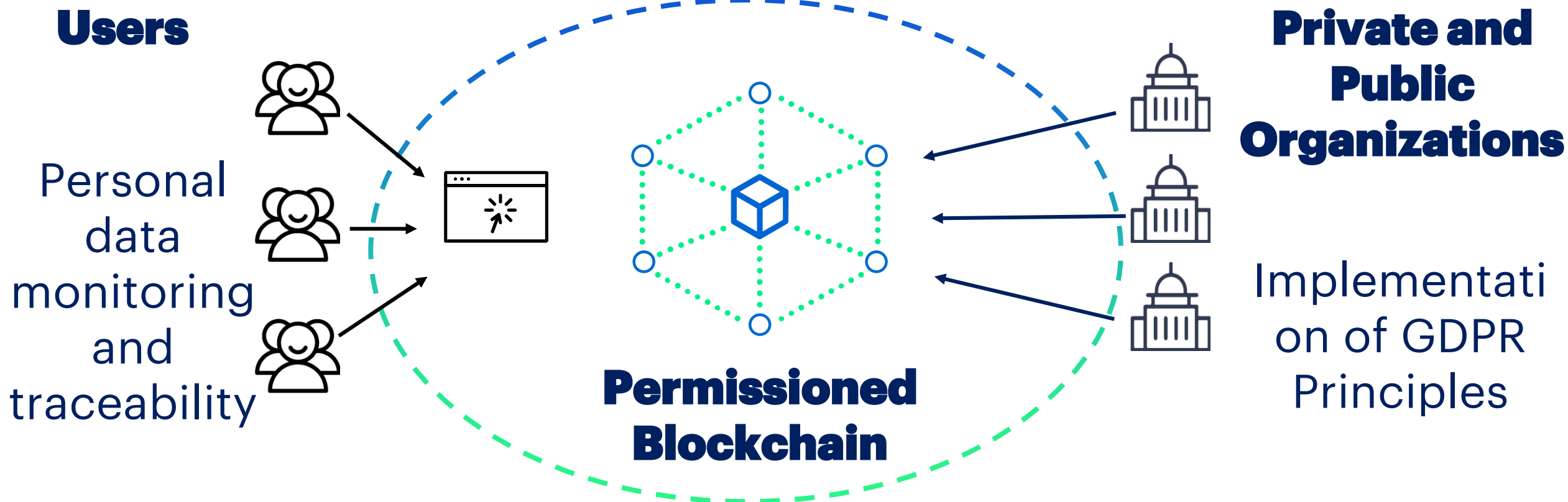
Private and public organizations



GDPR principles

THE POSEID-ON PROJECT

**“Protection and control of Secured Information
through a privacy enhanced Dashboard”**



POSEID-ON CONSORTIUM



**Perfect integration
between
private and public
organizations**



POSEID-ON GOALS & EXPECTED IMPACTS

Strategic Goals

Data Management

Easy, concise, transparent and intelligible access to personal data processed

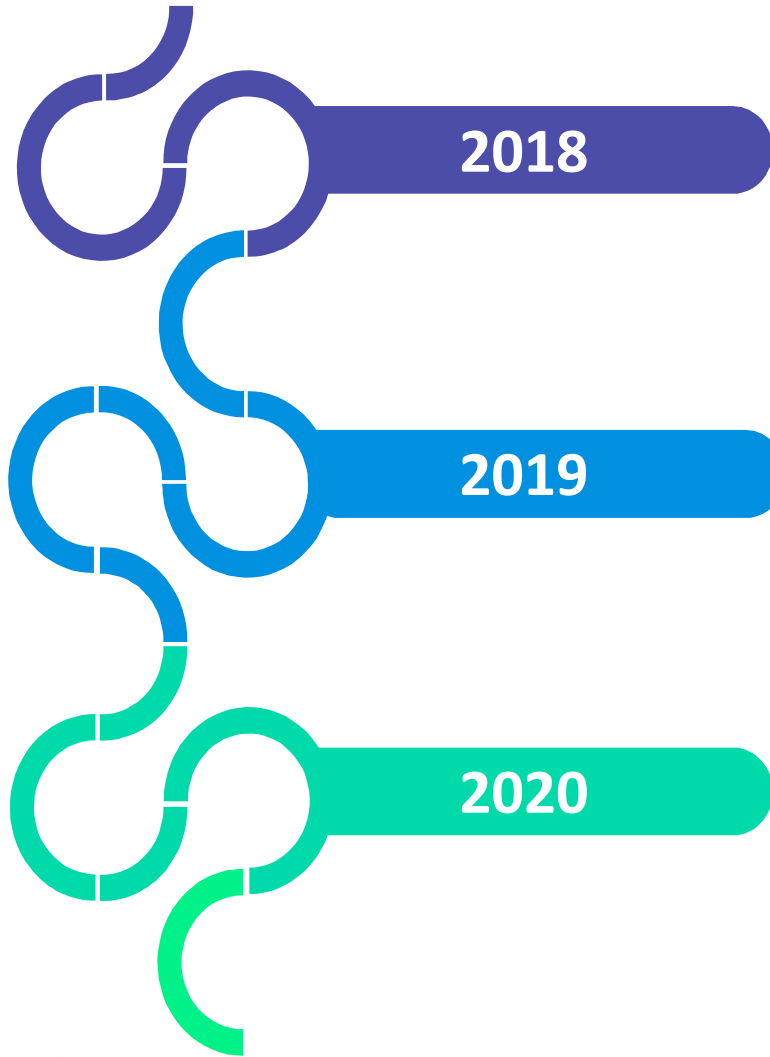
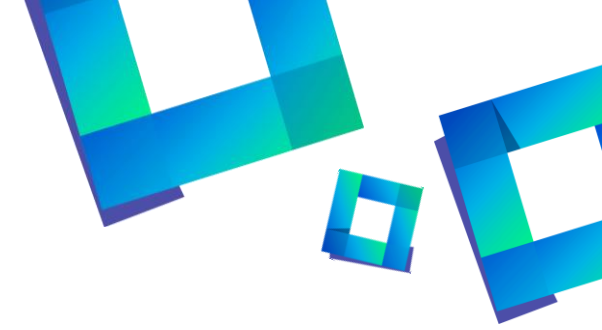
Data Protection

Support the compliance of technological services and products with the GDPR

Expected Impacts

- A Foster the relationships between users and private and public organizations**
- B Developments in the digital market thanks to the reduction of users' skepticism**
- C Integration of existing IT protocols, practices and technologies in a innovative platform**

WHAT DOES THE NEXT FEW YEARS HOLD?



2018

Project kick-off

- **December 2018**

System and architecture requirements

2019

Technical Developments

- **September 2019**

First version of PoSeID-on platform

2020

Final version PoSeID-on platform

- **November 2020**

Project closure and test on 4 use cases





THANK YOU FOR YOUR ATTENTION

and enjoy the conference