

Three overlapping, semi-transparent purple squares of varying sizes are positioned to the left of the title.

Andrew Whitcombe, Consult Hyperion

- **Privacy *enhancing* identification?**
 - Traditional privacy measures are about *obscuring* identity...
 - Who are you calling an (oxy)moron?
- **BUT... a good ID system provides TRUST**
 - Privacy invasion is often due to a lack of trust
 - Trust enables the enhancing of privacy
- **Trust is a two way thing**
 - If I trust in the identity of a service provider I'll be happier giving them the information they need
 - If the service provider trusts in my identity, they will be happy with me giving them less personal information

A decorative graphic consisting of several overlapping, semi-transparent purple squares of various sizes, arranged in a descending staircase pattern from the top left towards the center.

**Pete Bramhall,
HP**

- **Privacy >> Data protection**
- **Weak trust ... Strong trust**
- **Sticks and carrots**

Three overlapping, semi-transparent purple squares of varying sizes and positions, located to the left of the speaker's name.

Ian Brown, Cambridge-MIT

- **Privacy-Enhancing Technology is not rocket science, yet we see most systems designed to be almost will fully invasive**
- **Microsoft might finally encourage companies to use privacy-friendly identity/authorisation technologies with CardSpace**
- **European data protection commissioners should strongly promote PETs as best practice for companies and governments.**



**Ben Laurie,
Google**



**consult
hyperion**

- **Identity Management is coming, whether we like it or not**
- **Ease of use will encourage users to disclose more**
- **Claims of anonymity provision in all existing identity management systems are false**

This slide was originally written for the Fantasy National ID Expert Panel

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Richard Harris, Two Worlds

- **Social Networks can be defined by the transactions between Identity, Community, Content and Value: The Ubiquity Tetrad**
- **The provability of Identity is becoming the biggest issue in technology-mediated interaction**
- **Current models of online social network are unsustainable.**