

**HOW DIGITAL IDENTITY WILL
CHANGE THE RELATION WITH YOUR CUSTOMERS**



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› AGENDA

INTRODUCTIE TOT SELF SOVEREIGN IDENTITY

WAT BEWEEGT ER OP HET BORD

USECASES RONDON KLANTINTERACTIE

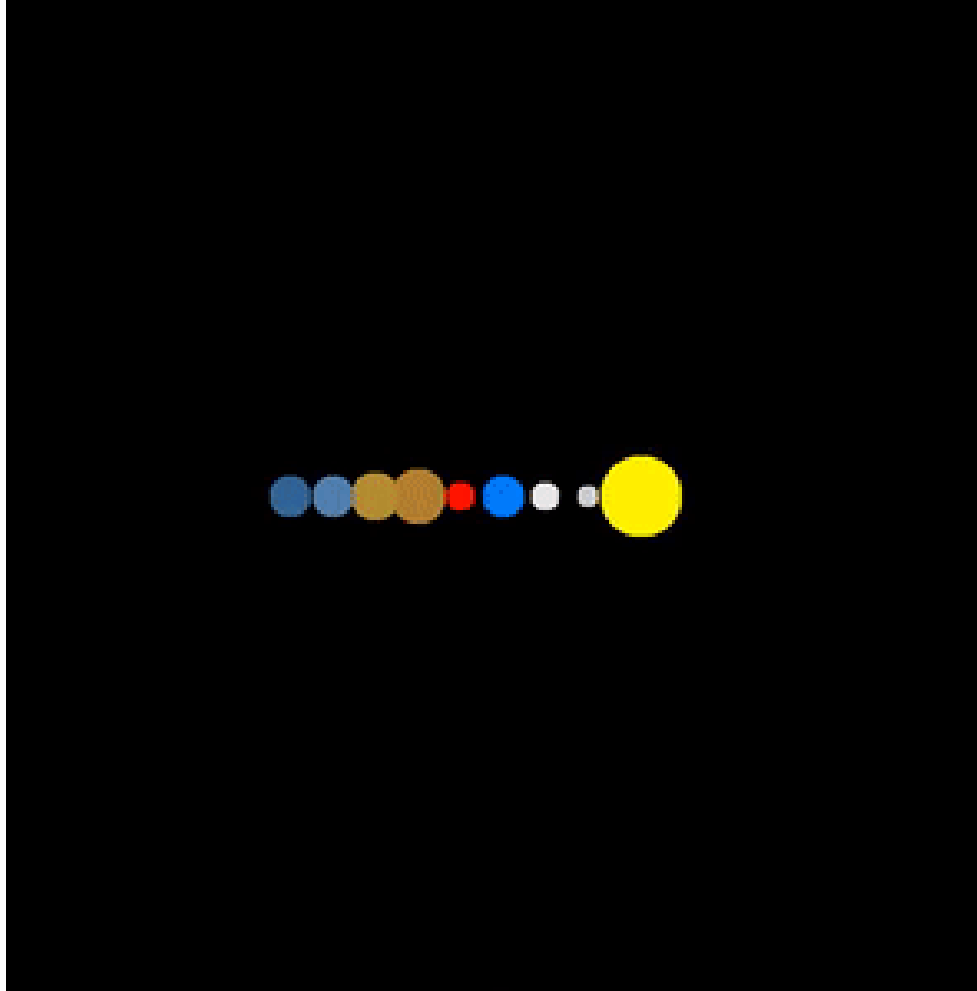
SHOULD I STAY OR SHOULD I GO?

A wide-angle photograph of a large cable-stayed bridge spanning a deep, forested valley. The bridge has two tall, blue-painted pylons on either side, with numerous white cables fanning out to support the deck. The valley floor is covered in dense green trees, and a river or stream is visible in the distance. The background features rolling mountains under a hazy, blue sky. The overall scene conveys a sense of scale and the connection between the physical and digital worlds.

THE CHASM BETWEEN THE PHYSICAL AND DIGITAL WORLD

TRUST AND AUTONOMY

› **IMPLEMENTING SSI IS A PARADIGM SHIFT**
IT REQUIRES ALL TO UNDERSTAND AND ACCEPT



› SELF SOVEREIGN IDENTITY

AN ATTEMPT TO EXPLAIN THE TERM

Identity
|
Sovereign
|
Self

My **Identity** mostly consists of knowledge and opinions that others think they know and find about me and is therefore also built by others. They issue their knowledge to me, on my request.

My identity is **autonomous** and **independent** of others. The issuers of my personal data know nothing about my usages of the data they have issued.

I have **Self-control** over my identity. I **myself** determine which personal data I exchange in negotiations with the party with whom I do business.

› WHY TRUST



- › There is no legal concept for trust in the digital realm.



- › The level of trust needed depends on the risks of the transaction.



- › Trust works both ways

› WHY AUTONOMY



- › Privacy is the basis for a healthy society



- › You are controlled by the controllers of your data



- › Mutual trust is only established through autonomy

› SSI IS A SERVICE NOT A TECHNOLOGY



SSI



Menu

Passwordless secure login

Always accurate data

Seamless realtime digital processes

Secured Identity

Control (access to) your data

Proof without data

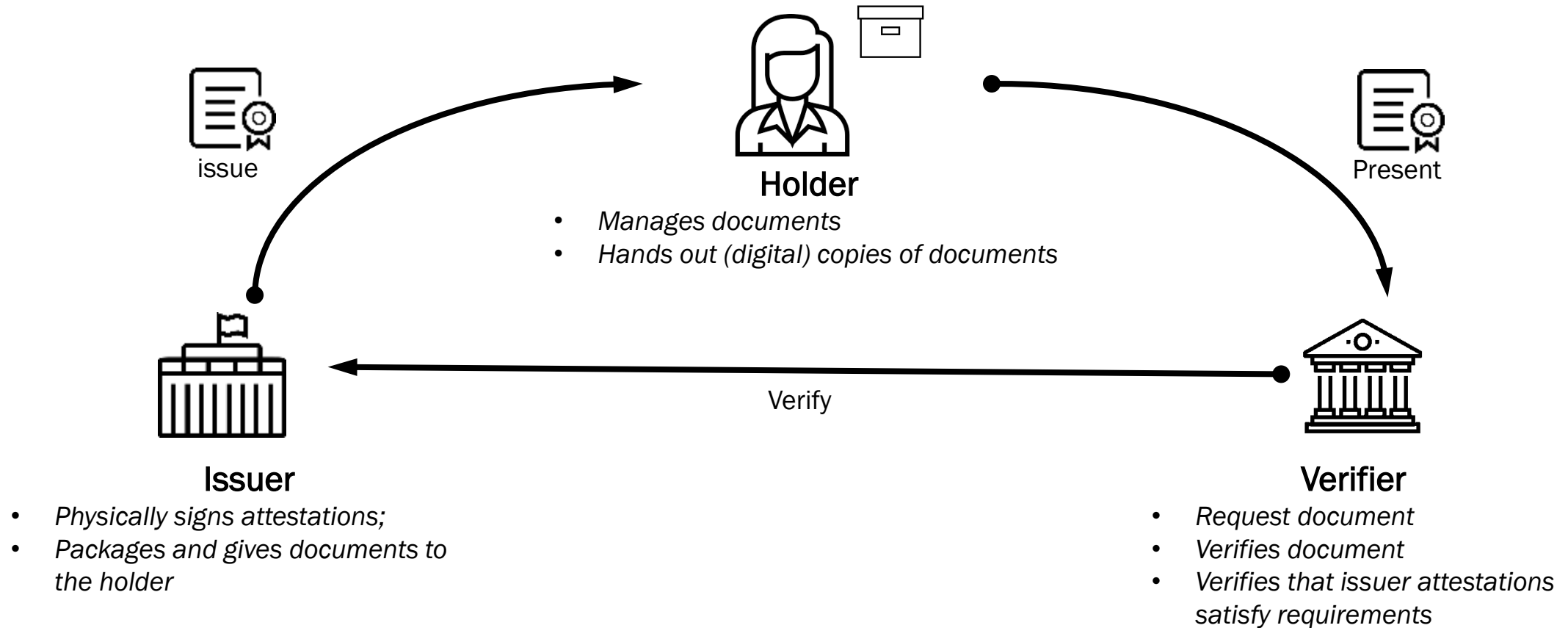
Clear guardianship

One service for all



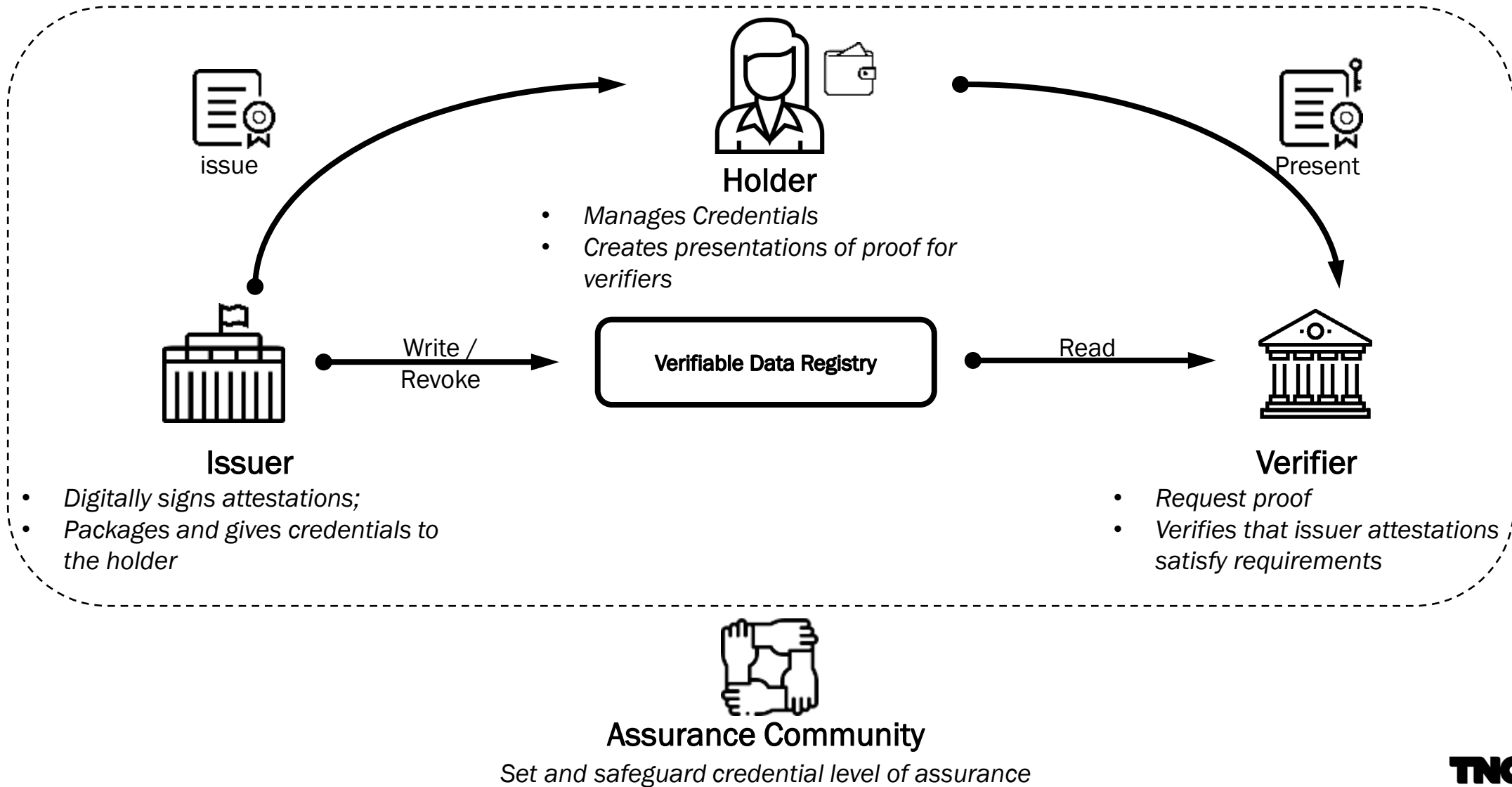
THE TRIANGLE OF TRUST

OLD SKOOL PROCES

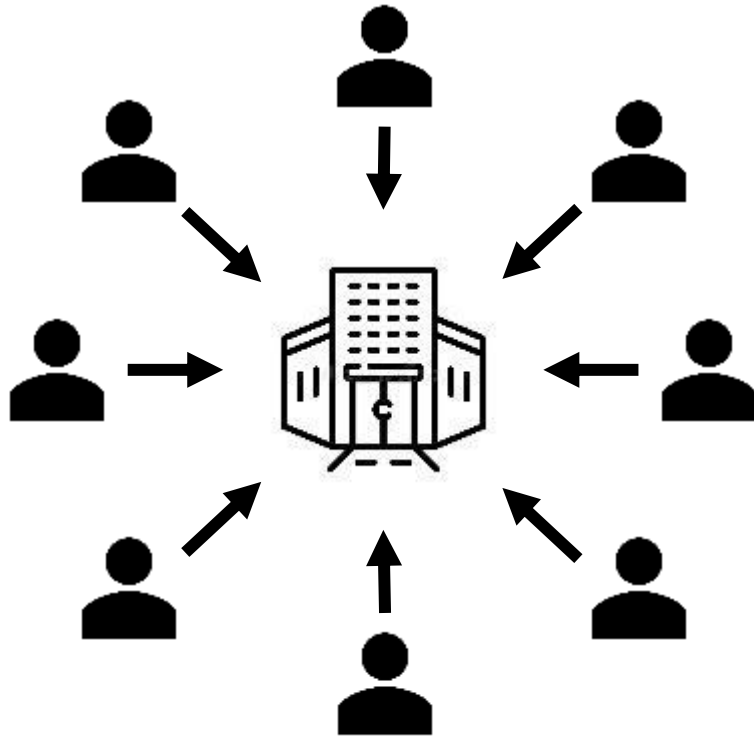


THE TRIANGLE OF TRUST

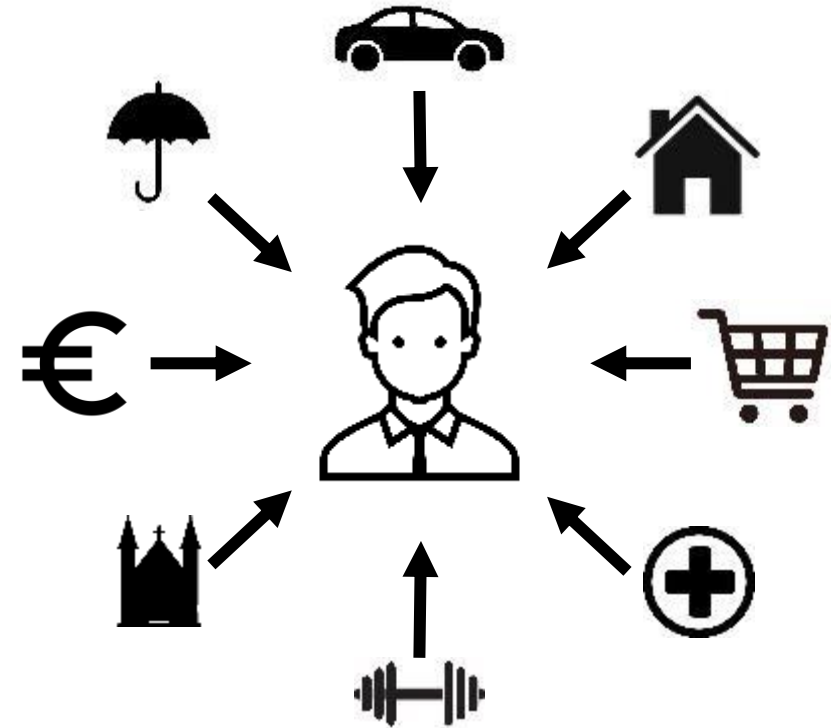
AN INTRODUCTION TO VERIFIABLE CREDENTIALS



› ORGANISATIONAL TO HUMAN CENTRIC THE FIRST PARADIGM SHIFT



Currently most data is centralised at organisation and institutions being the controller of vast amounts of customer data



With Self Sovereign Identity the data along with its assurances is decentralised putting the subject in control of its use.

› **STORE PROOF NOT DATA**

THE SECOND PARADIGM SHIFT



Currently most institutions gather data on their clients. A lot of this data is used to mitigate risks on defaulting, fraud and complying to legislation. This data is checked, processed and stored.

With Self Sovereign Identity you can verify something is true without having the data disclosed to you. You only need to store the result of a verification with its assurances. No need to check, process and store the actual data.

› COLLABORATE WITH YOUR COMPETITORS

THE THIRD PARADIGM SHIFT



Currently most institutions are optimising processes inside the safe environment of their own organisation. For customers this often leads to rework having to provide the same information over and over again to different companies.

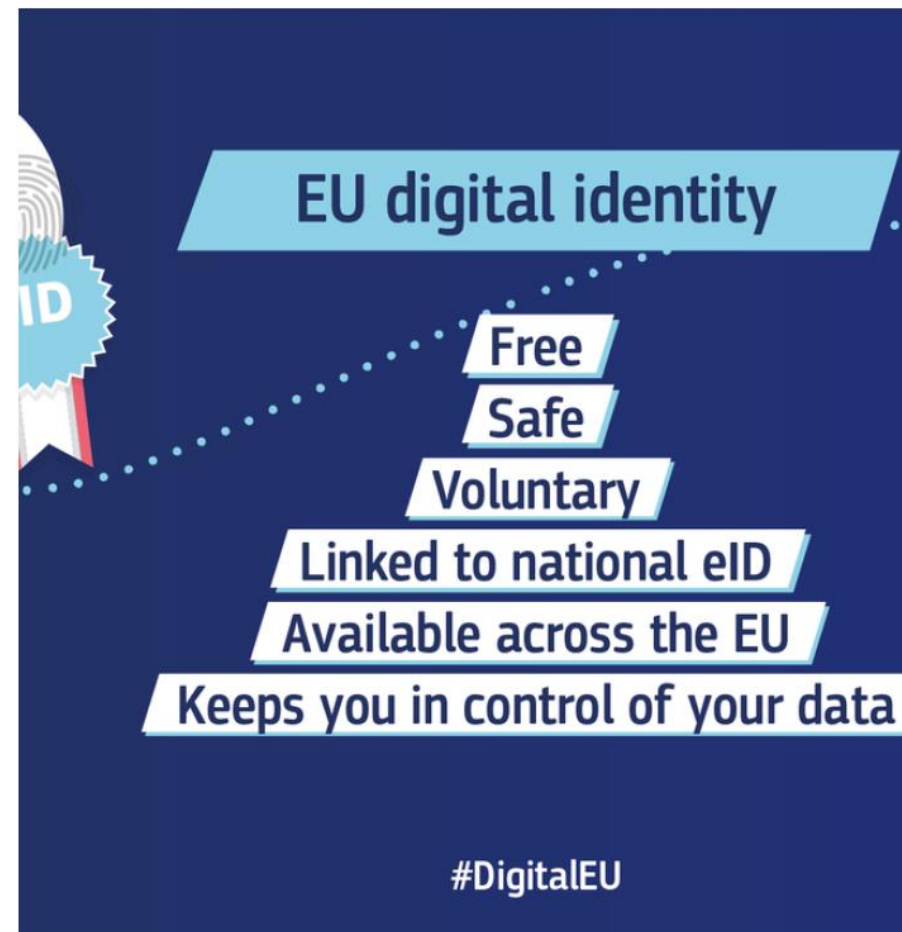
With Self Sovereign Identity you want to collaborate with other parties in the customer journey. You need to set the assurances on data you need together with their issuers and vice versa. You even would want to collaborate with your competitors creating a level playing field of trust for your customers.

› UITGANGSPUNTEN EDI – STELSEL NL



This slide was made
by Wouter Welling

- › Inrichting EDI-stelsel voor wallets waarin per medio 2025 één of meerdere nationale id-wallets én andere Europees erkende wallets in Nederland te gebruiken zijn.
- › Met deze id-wallets kunnen burgers zelf beschikken over hun eigen identiteit en data en hier vaardig (bewust en bekwaam) mee omgaan.
- › Dienstverleners krijgen niet meer gegevens dan nodig zijn en de overheid organiseert toezicht zodat id-wallets betrouwbaar en veilig te gebruiken zijn.
- › De id-wallets kunnen zowel bij publieke als private dienstverleners worden gebruikt in lijn met de herziene eIDAS-verordening
- › De samenwerking aan deze ontwikkeling is open en transparant



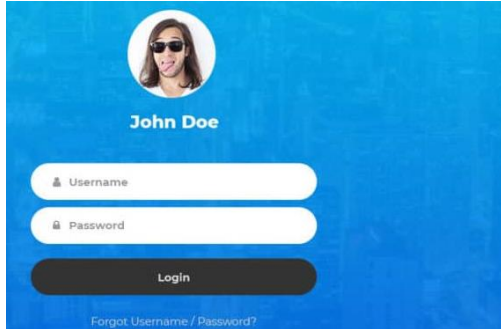
› WHO MOVES?

STATUS OF SSI IN NL AND EU

	Public Sector	Private Sector
Demand	<ul style="list-style-type: none"> Many PoCs and investigation in governmental implementing bodies (RDW, Belastingdienst, CBR, KvK, ZIN,...) European Large Scale Pilots for EDIW usecases (mobile drivers licence, health insurance, diploma's and many more) 	<ul style="list-style-type: none"> Financial sector in onboarding B2B and information exchange for financial products Health sector in Lab@Home environment; transfer of patients
	<div>Comunities</div> <ul style="list-style-type: none"> Dutch Blockchain Coalition MyData.Org, IDNext, DIDAS, etc. Community around BZK / RviG RWOT, SOLID,... Standardisation bodies: DIF, W3C, TOIP, 	
Supply	<ul style="list-style-type: none"> eIDAS 2 regulation eSSIF Lab, EBSI European Reference Wallet Architectual Reference Framework BZK starting to build NL public wallet RviG “regie op gegevens”/ “digitale bron id” Vlaanderen “First operational EU Solid Platform” 	<ul style="list-style-type: none"> Human Resources for skills, & identification 3rd gen IAM: BYOID 3+ SSI infras providers Large ecosystem of 50+ NL start- and scaleups with SSI components: Generic Wallet Providers Point solutions (product passport, skills, IAM...) Nederlandse Data Kluis Decentralised IT consultancy

USECASES IN HET KLANT DOMEIN

ALLE DIGITALE TRANSACTIES EENVOUDIG MIDDELS SSI



Omni channel ID



Privacy Enhanced Shopping



Always Accurate



Add more value



Automatic trusted forms



Recommendation on data



Fraud prevention (2 ways)



Enjoy borderless digital EU

› SHOULD I STAY OR SHOULD I GO (MOVE)?



› Stay!

- › There is no consensus yet about standards
- › Nobody is asking for eggs yet, so why be a chicken?
- › To many variables for a solid Business Case
- › I am content with my operational costs and control all my risks

› Go!

- › Learn! It will be 2025 shortly: acceptance is mandatory for many sectors.
- › Now you can lead and make a difference in how it should look like. (Regulators?)
- › There are usecases in implementation out there you can join to learn:
 - Ondernemers passport
 - Skills passport
 - Identification and IAM
 - Mobility (Public transport, MaaS, Mobile Drivers Licence)
- › Join Collaboration @ TNO to learn, prepare, participate, influence & implement

An aerial photograph of a coastal landscape. The image shows a mix of dark blue water, light brown sand, and patches of green vegetation. The water is in the upper right, while the sand and vegetation are in the lower left and center. The text is overlaid on the left side of the image.

› **BEDANKT VOOR
UW AANDACHT**

TNO innovation
for life