



# The paradigm shift in data-sharing: solving the paradox for the citizen

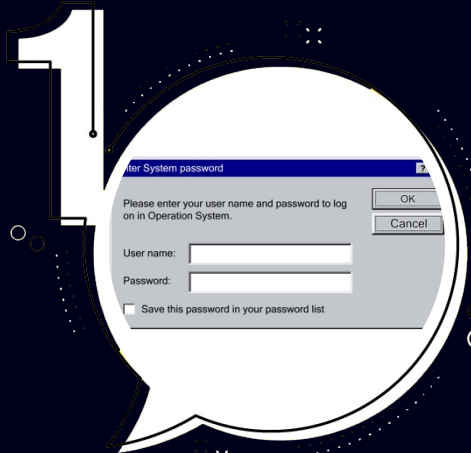
An inclusive society needs a trusted ID





# Digital identity: from single account access to hyperconnectivity

1995-2005  
basic account management  
siload processes  
site owners held the cards



2005-2015  
rise of social networks  
richer digital identities  
opaque data usage



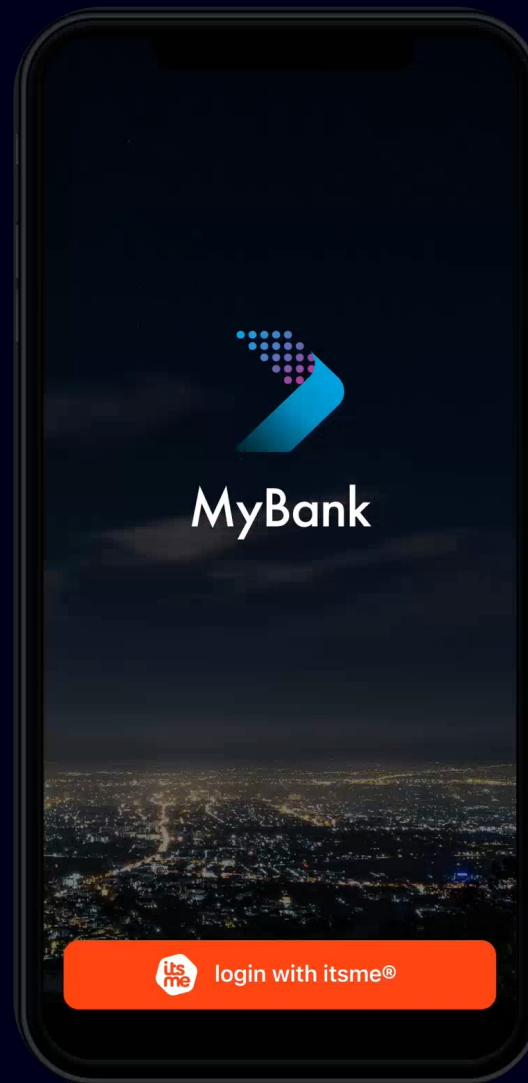
2015- ...  
hyper-connectivity  
data democratisation  
consent-based solutions





In 2017, a new digital identity was born

the reference for **digital identification, authentication and signature** in Europe





# Value for partners

One identity wallet to unlock your entire customer journey



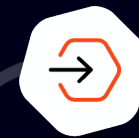
## Sign up

Become a client and share your verified ID data



## Sign

Equivalent of handwritten signature confirmed by European regulation



## Login

Secure multi-factor, multi-channel, passwordless authentication



## Confirm

Secure confirmation without card readers (PSD2 compliant)



After 7 years only, more than 80% of Belgians adopted itsme®

And we are expanding in europe

**7+**  
**million**  
itsme® users

**35-40**  
**million**  
actions/month

**14**  
**countries**  
in Europe

**1000+**  
partners

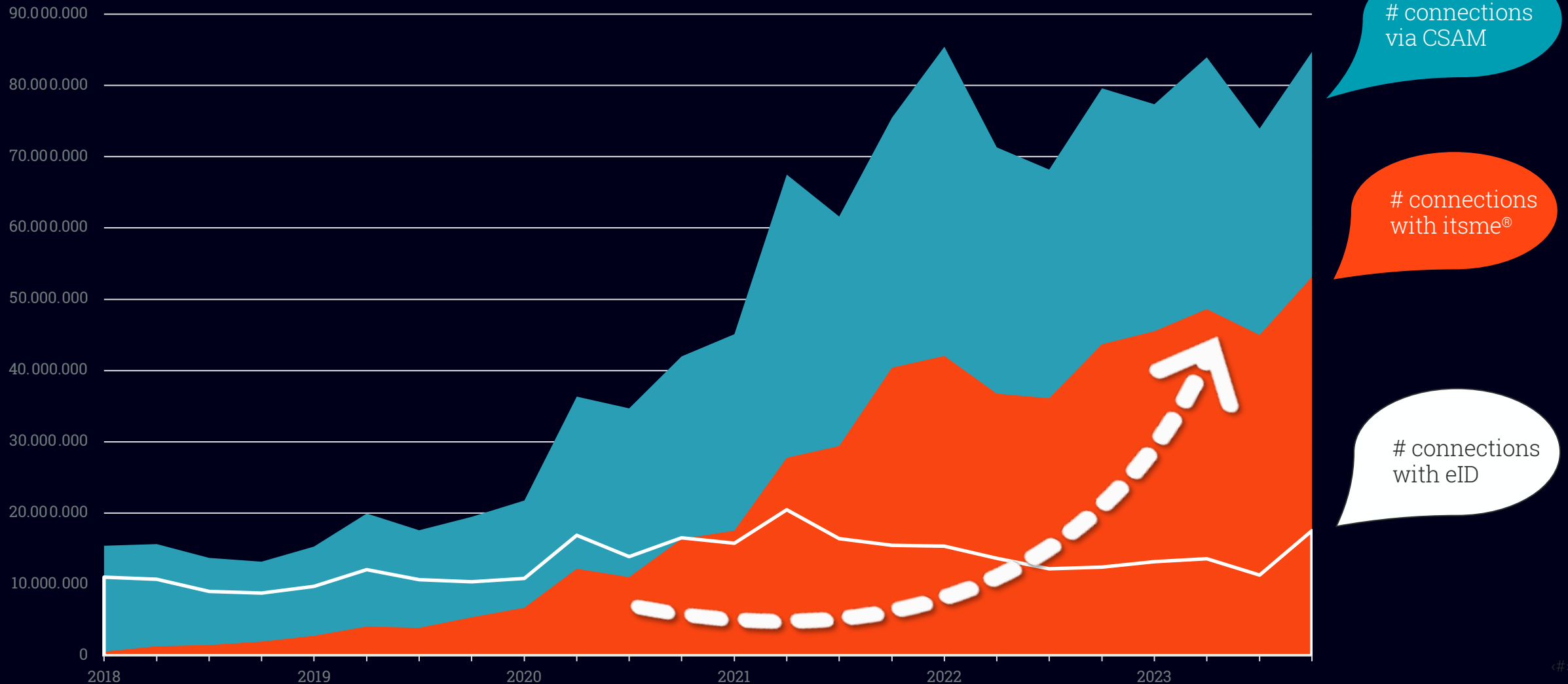
**20+**  
sectors





# itsme<sup>®</sup> has brought citizens closer to online public services

Connections on CSAM (Belgian Federal Authentication Service) per quarter, via eID and itsme<sup>®</sup>



# The rise of the 'Data Economy'

The economic activity that arises from the collection, storage, analysis, and commercialisation of data.

Data = a valuable asset that can be leveraged to generate economic value.







...and what about

eco-system dynamics &  
data authority?

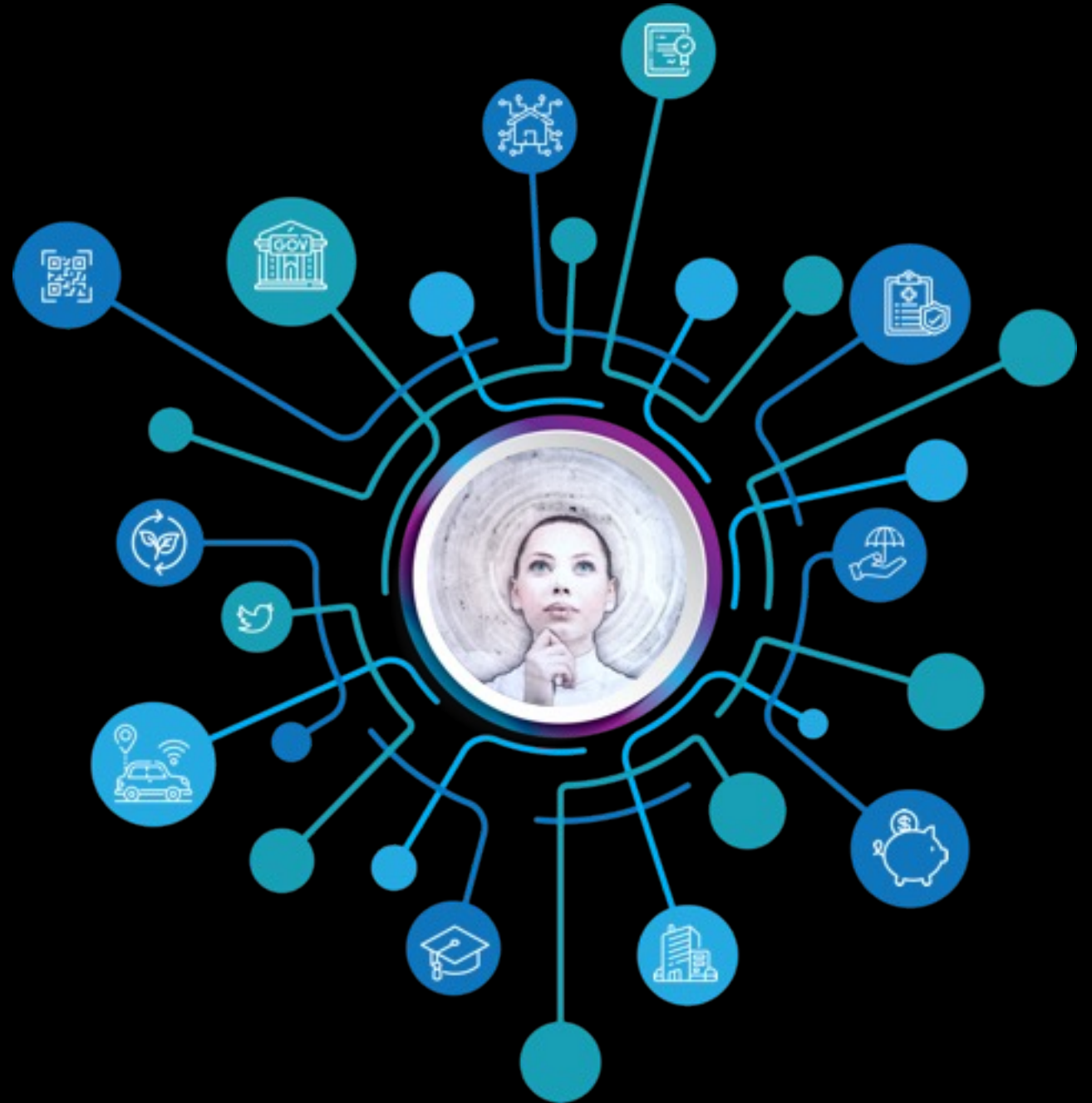
data duplication &  
life-cycle management?

resilience?



My data  
My place  
My control

A loosely linked eco-system with  
the citizen as data controller





# The data-sharing paradox

Security vs. convenience?

Disclosure vs. privacy?

Valid vs. invalid data?

Citizen could be overwhelmed  
and disconnect



We need to  
remove friction and  
build upon familiar and  
solid grounds

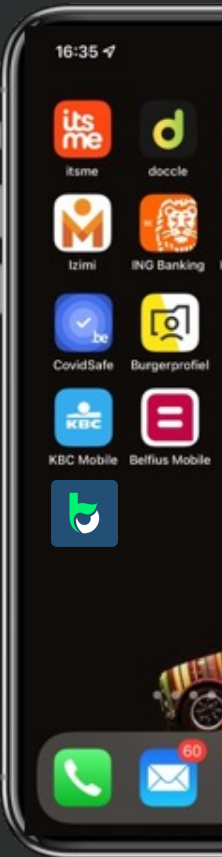
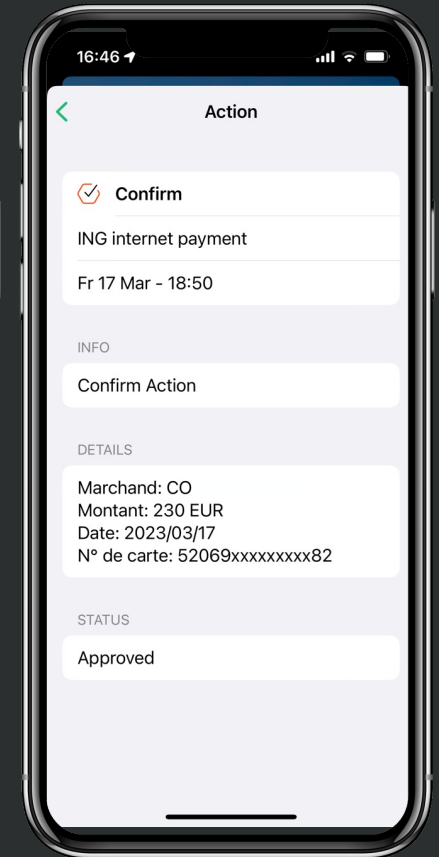
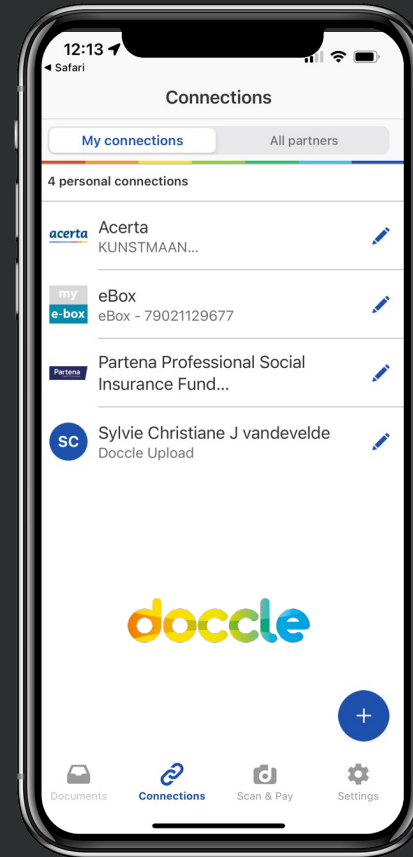
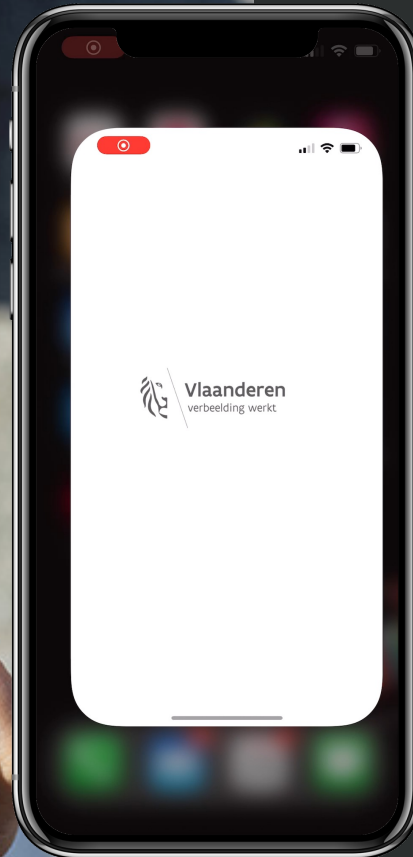
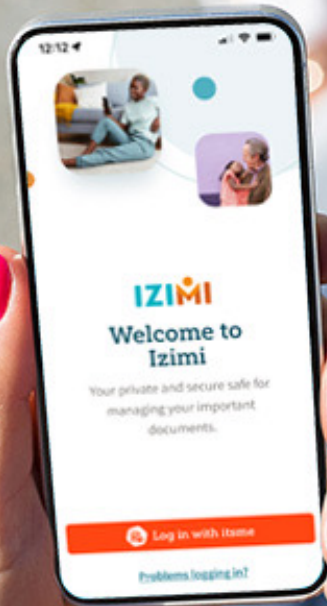


# Need for a **trust factor** within an existing ecosystem

Every citizen keeps overview and control  
while security is guaranteed



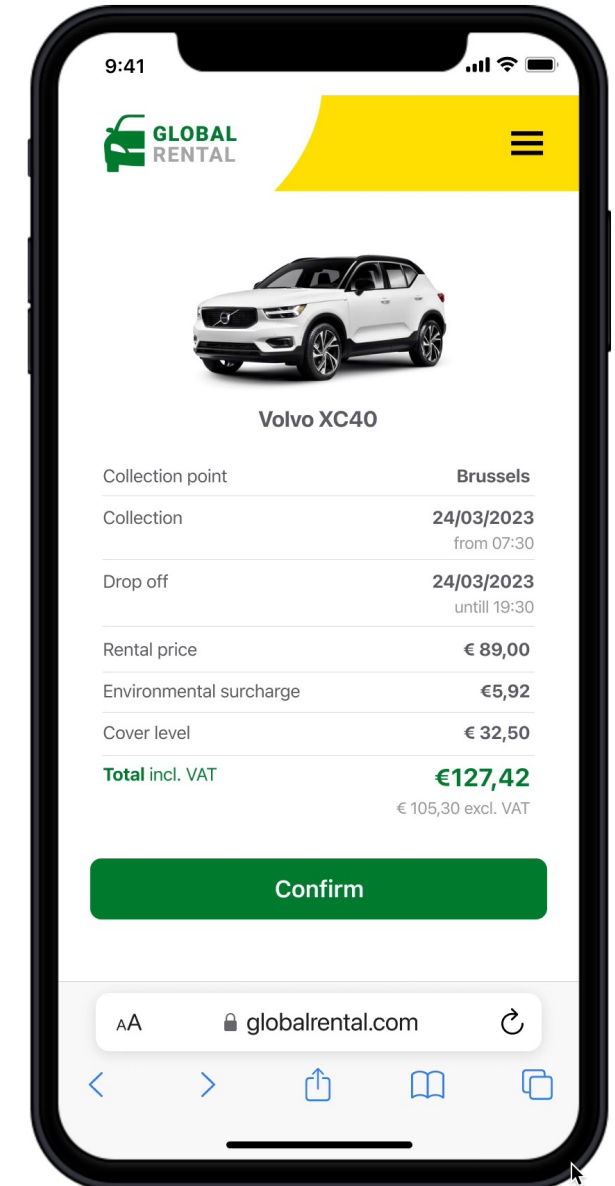
Getting access  
to your wallet(s), with



Share data  
from your wallet(s)  
with 



## Renting a car (concept prototype)





# Let's solve the paradox for the citizen, together

High level of **security**

trust factor data attestations

High user **convenience**

use-case driven, central consent overview

Respect for **privacy**

no single party has a full profile

Leverage the **eco-system**

driving public/private collaboration