



BUILDING A TRUSTED IDENTITY: BLOCKCHAIN ID DEMO

VIDEO TRANSCRIPT

Who are you?

This is a question that often comes up in our daily lives. Whether we are boarding a plane, checking our bank balance or paying a utility bill, we regularly have to prove we are who we say we are. However more than 1 billion people across the globe cannot prove who they are with any certainty. Many of those have never had a form of verifiable ID to begin with. And more than 15 million were victims of identity theft last year alone.

With this in mind we have developed a unique digital identity prototype to modernize identity management for organizations and individuals. Leveraging the power of blockchain and biometrics, the system makes establishing, tracking and maintaining digital identities more efficient, user friendly, secure and less open to fraud.

Let's follow Yousef as he establishes and builds his identity.

At an enrollment station, his biometrics are securely captured through his fingerprints, voice, face or an iris scan. Then several steps are taken to create a unique identifier using multiple security protocols. This identifier is then recorded on the blockchain which acts as an index with links to all applicable data. This makes it easy to locate, access, and share information without Yousef's [personal data being stored on the blockchain.

Using an application on his phone, Yousef creates a personal profile that is multi-factored and authentication secured. The app allows Yousef to generate his own set of public and private keys which he can use to sign the data he sends to others. That way third parties can be absolutely certain the information is his.

Yousef shares the public key using a QR Code. When he scans his QR Code at the enrolment station an official attestation is added to his profile and signed by a private key. This is the beginning of Yousef's living identity, an identity that he will build with each stamp he collects from his university, his employer or from government and non-government agencies. The major benefit of this identity system is that Yousef is always in control of his own personal data. He determines which information is shared, who sees it and for how long. Instead of multiple paper documents, he can use a single, easy to use and manage app.

The system makes life easier for organizations too:

It's interoperable with other databases so existing identity data stays put. Efficiency for background checks is greatly improved, as an organization can choose to trust existing attestations instead of repeating the process.

For additional security, there's also the option of checking data at source if the user grants permission.



The system is also flexible. While this prototype has been created for a mobile device, the technology can work with or without connected devices.

The prototype is the basis for our work with ID2020, a public/private partnership committed to providing a digital identity to the 1.2 billion individuals living without a way to prove their existence. We believe it's the first step towards a digital identity that makes answering the question: "Who are you?" as simple as saying: "I am."

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