



DIACC  CCIAN

Building Public Trust with a Pan-Canadian Trust Framework

Joni Brennan, DIACC President

Agenda

- Who we are
- Digital Identity Research insights 2022
- Navigate complexity, accelerate adoption
- PCTF and Voilà Verified
- The opportunity

Who we are



DIACC is

adoption accelerator

research and projects to inform strategy and tactics

trust framework provider

risk management framework verifies compliance

More than 100 members working together!

accenture 



Deloitte.

IDENTOS



Manulife



Ontario

Québec 

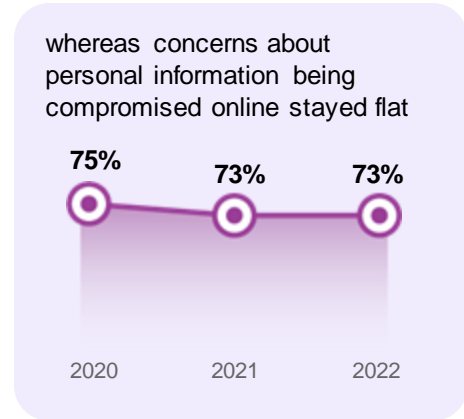
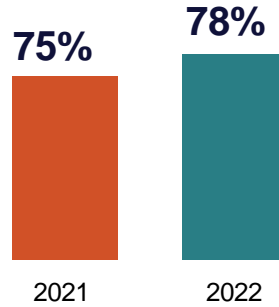


TELUS

VISA

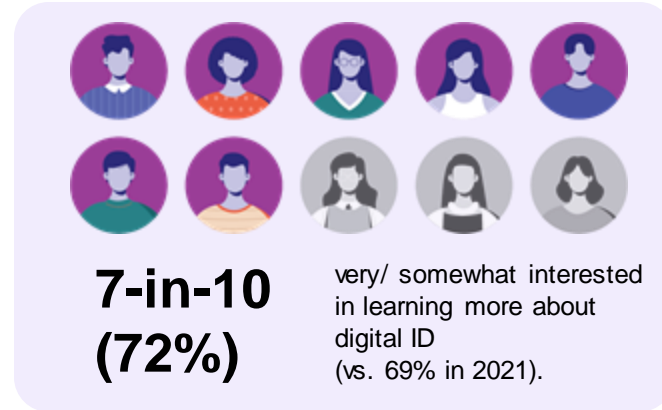
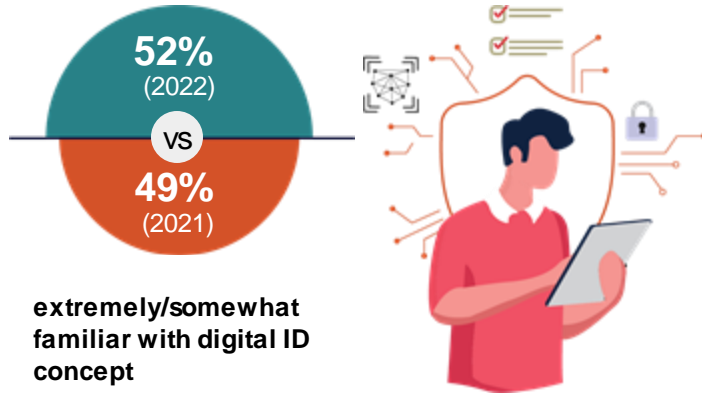
Canadian Perspectives

Uptick of Canadians willing to **share personal information** to make online experience more convenient.

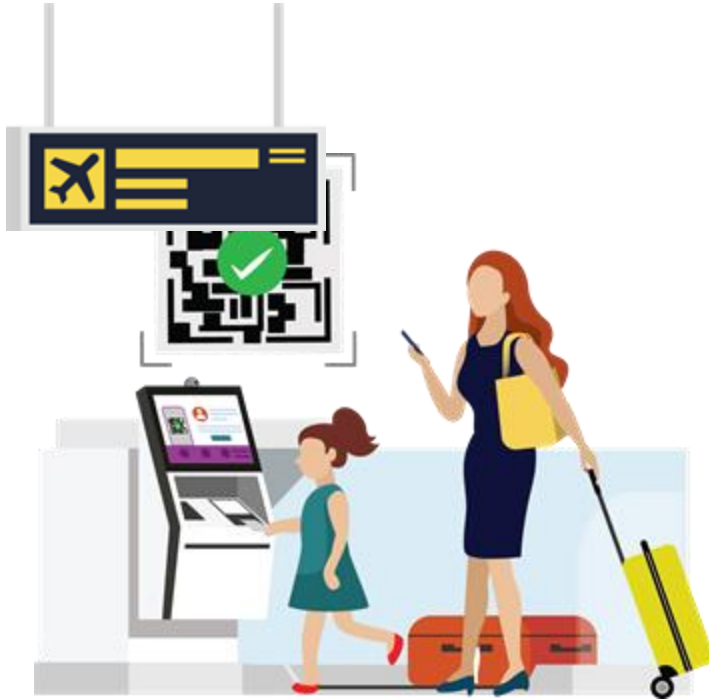


Canadian Perspectives

Over half of Canadians



Canadian Perspectives

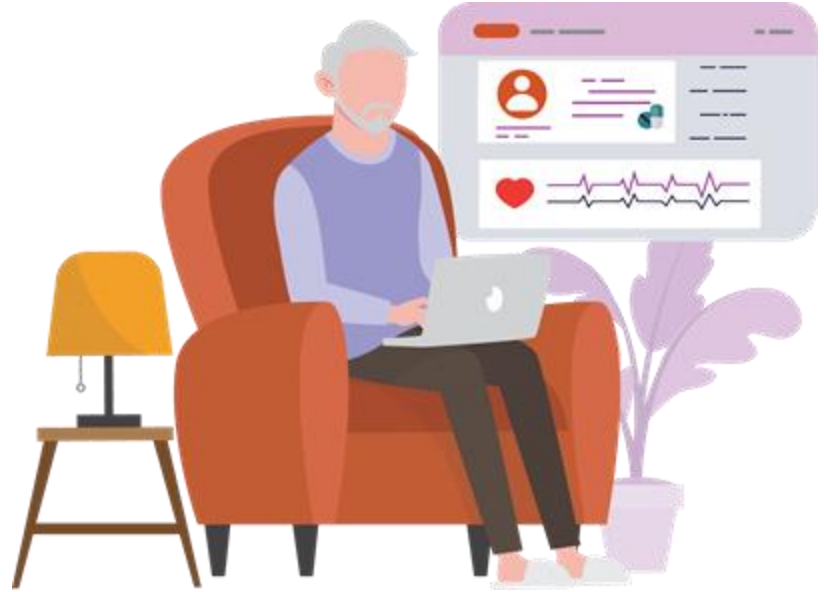


More than half

(55%) digital identity has **positive impact**
(23%) remain unsure.

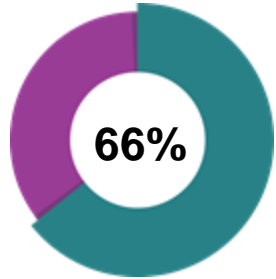
Canadian Perspectives

Parents and senior caretakers moderate-to-strong interest in **digital ID to help manage** tracking health records, school/govt registrations, etc.



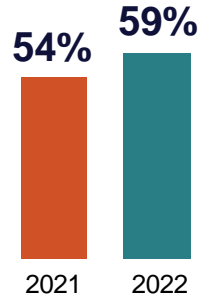
Canadian Perspectives

Two-thirds



COVID-19 pandemic made **secure, trusted, privacy-enhancing digital ID** for online safety more important; 67% in 2021.

Canadian Perspectives



Only 14% were completely unfamiliar with the concept, compared to 21% in 2021.

Familiarity with **the concept of a digital wallet** continues to grow

Canadian Perspectives

Use of **digital wallets** grew from **38% in 2021** to **41% in 2022**



Wallets Used:

Apple Wallet



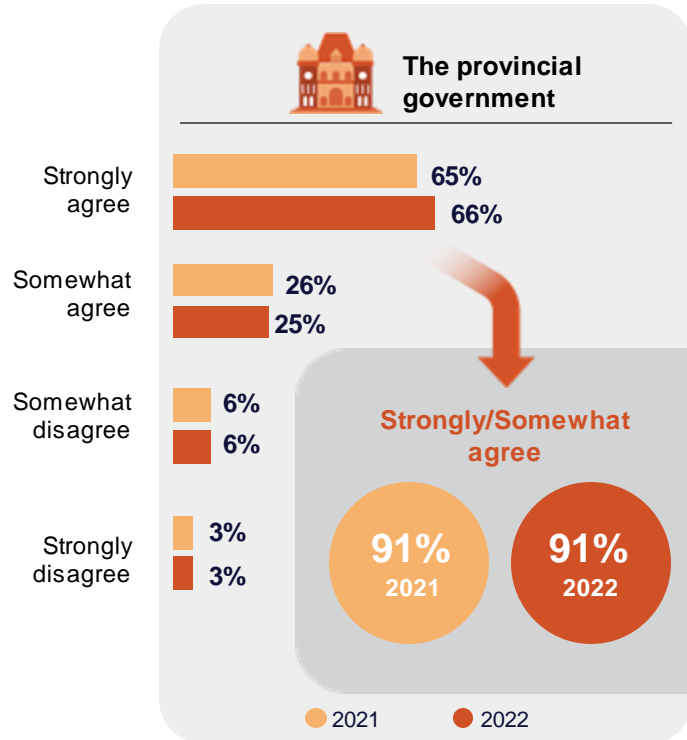
Samsung Pay



Contactless payment and less clutter/card loss are the top perceived benefits of using a digital payment method.

Canadian Perspectives

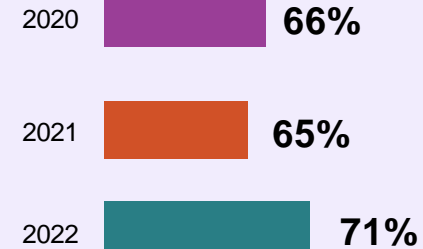
Demand access to personal data collected about them by government agencies or a private companies.



Canadian Perspectives

Over Two-thirds

(71%) feel collaboration between government and private sector is best approach to a pan-Canadian digital ID framework.



1/3 slightly in favour of private sector leading (17%), slightly lower proportion (12%) prefer government leading.

Canadian Perspectives



Canadians concerned about personal information being available online

Concerns about identity theft and senior scams highest.

Canadian Perspectives

Opportunity: **educate Canadians on digital privacy** - most concerned about protection of privacy but only somewhat knowledgeable about benefits of digital ID.





Navigate Complexity, Accelerate Adoption



Metaphor

19th century
industrial.



Reality

21st century
ecosystem.



Verified solutions
and methods.



OBTAIN BROAD UNDERSTANDING OF NEED & VALUE OF “GOOD” DIGITAL IDENTITY

Tools to Mitigate Complexity



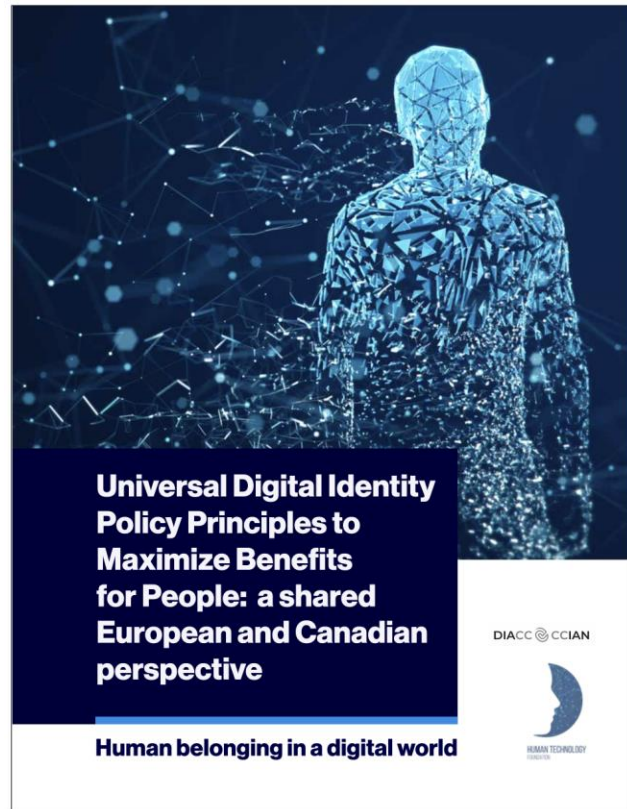
“Good” Identity: Builds Privacy and Trust

Pan-Canadian Trust Framework

Defines of outcomes to verify solutions and de-risk adoption

Policy Design Principles

Universal principles to maximize people-centred benefits



Pan-Canadian Trust Framework

Tool to Recognize “Good” Digital Identity



Standards

Technology implementation

Technology

Model agnostic and flexible

Policy & Governance

Rule and regulatory outcomes

People

Builds confidence for adoption

PCTF: Verify Trust and Accelerate Adoption



Method Definitions & Open Source

Industry, national, international standards and code defining a method

PCTF: Verify Trust and Accelerate Adoption



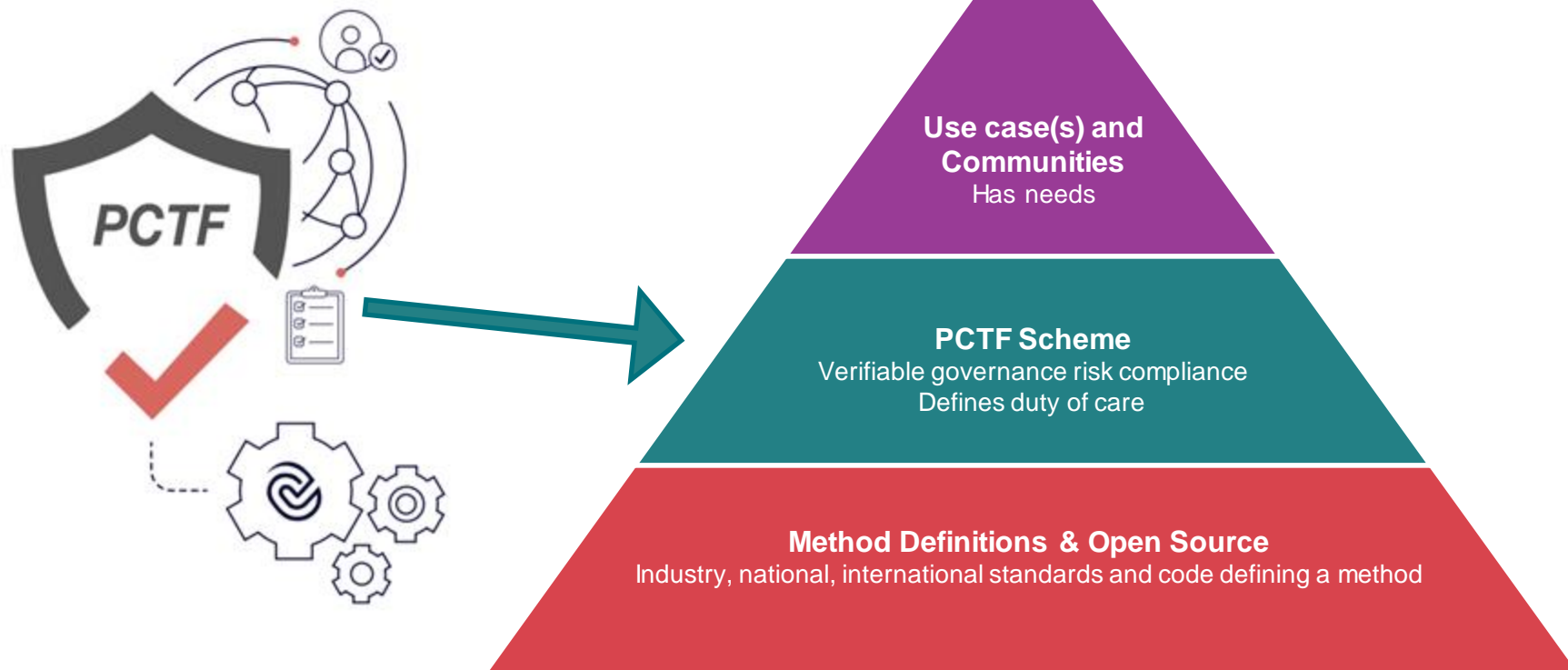
PCTF Scheme

Verifiable governance risk compliance
Defines duty of care

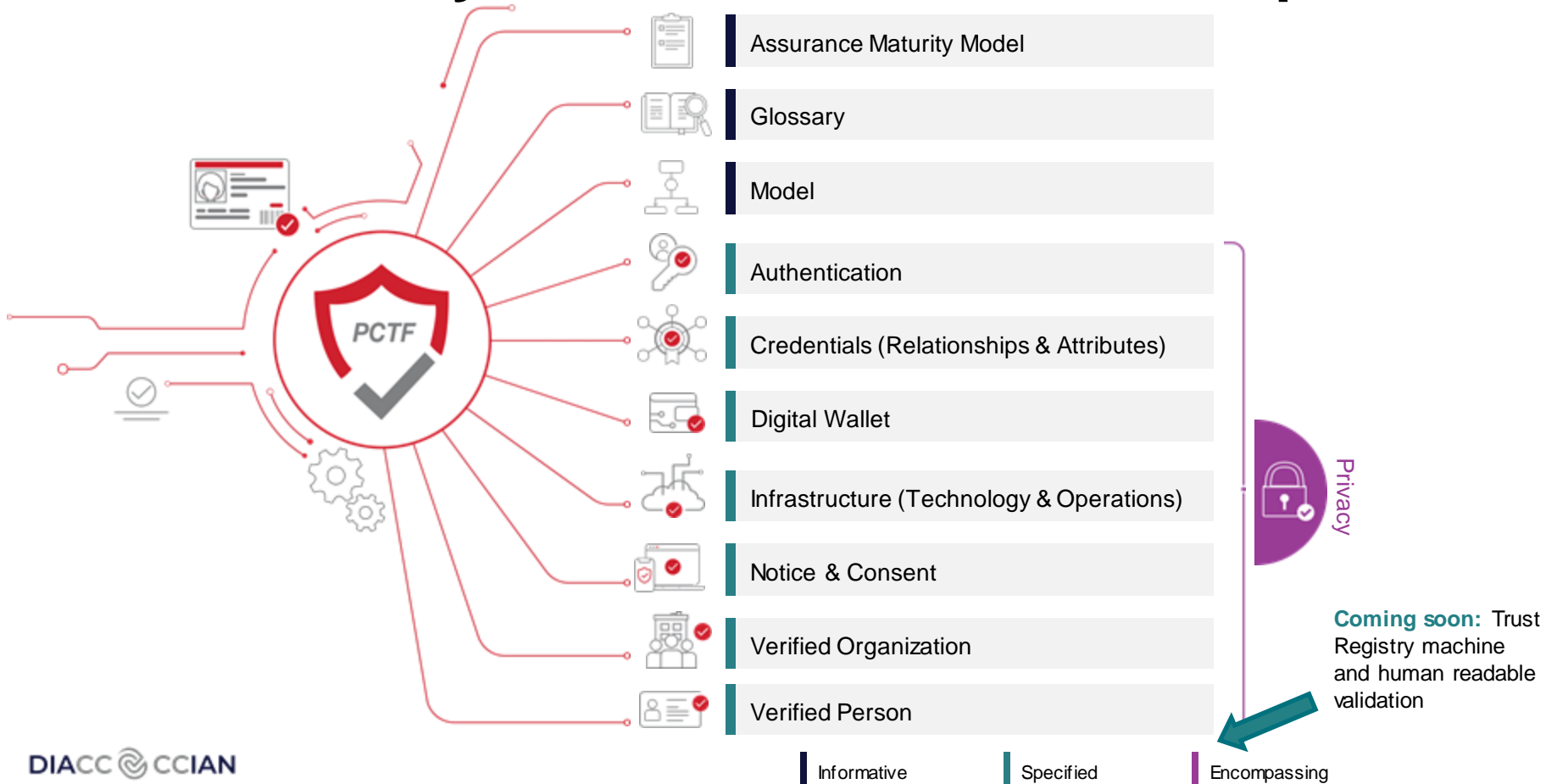
Method Definitions & Open Source

Industry, national, international standards and code defining a method

PCTF: Verify Trust and Accelerate Adoption



PCTF to Verify Trust and Accelerate Adoption



DIACC presents:

Voilà Verified

**A third-party conformity assessment
Trustmark Program.**

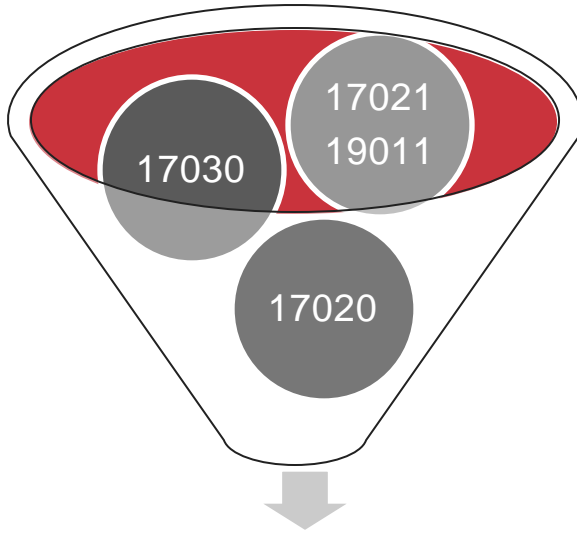


Voilà Verified Program Snapshot





Voilà policies: Audit and Certification for PCTF



ISO/IEC 17065

Requirements for bodies certifying
products, processes and services

- Certification Program ISO 17065
- Certification Process & Audit ISO 17021
- Audit Techniques ISO 19011
- Scoping ISO 27006
- Trustmark ISO 17030
- Audit resources ISO 17020

SCC Accreditation/ISO17065 Certification Body:
pre-assessment phase.

The Opportunity

Leverage strengths.

De-risk adoption.





DIACC Adoption Accelerator

Prioritize economic and societal impact.

Amplify benefits and risks of inaction.

Quantify practical guidance and recommendations.





DIACC Adoption Accelerator

Incubator

A structured collaborative program designed to help start ups to succeed.



Primary Identifiers

- Guidance to form a product or service
- Seed funding and angel investors
- Venture capital
- Presentation skills and business etiquette
- Training programs
- Networking opportunities

Accelerator

A time-bound program for entities that have an MVP, solution or service.



Primary Identifiers

- Focus on rapid growth
- Set time frame
- Mentorship and guidance
- Economic sustainability
- Industry connections



Source: <https://www.universitylabpartners.org/blog/incubator-vs-accelerator-whats-the-difference>

Collaborate with DIACC:

Protect privacy empower people

Build public trust

Verify and de-risk adoption.



Secure Canada's Digital Society

 Promote digital ID and trust for privacy protection and equitable social inclusion.

 Empower individuals, businesses, the public sector and civil society.



Contact us for membership and committee inquiries