The Digital Identity Landscape in Canada

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Canada at a Glance

Geography

- 10 Million square kms
- 9,000 km border with US
- 37 Million inhabitants
- 80% urban

Government

- Federal and decentralized
- 13 provinces and territories
- Capital City: Ottawa
- Two official languages

Banking sector

- Big 5 represent 80%+ market share
- Total Assets C$4.1Bn (USD 3.2Bn)
- Common Debit Payment system: Interac

Consumers should not have to choose between security & convenience

Digital ID enables:

Evolving consumer expectations

Preventing Fraud risk and protecting privacy

Reducing friction & enabling e-commerce

Digital ID could unlock economic value of C$100Bn of GDP by 2030

Government

Businesses

Citizens

eCommerce

Healthcare

Digital Identity systems operate around the globe

Canada

- ~50% adoption
- Federated system launched in 2012 led and operating by FIs
- Enables online authentication only with a range of public and private institutions

United Kingdom

- <10% adoption
- Federated system launched in 2016 by public section with provide ID providers
- Enables authentication with a set of public-sector departments through online login

Sweden

- ~75% adoption
- Launched in 2003 by FIs, now recognized by the government
- Enables digital authentication and signature with limited data sharing for use in public-and private-sector through smart card or digital device

Estonia

- >90% adoption
- Launched by public sector in 2002, with over 940 public- and private-sector institutions connected today
- Facilitates authentication, data storage and sharing, and digital signature through chip-based card or digital keys

Nigeria

<10% adoption

- National e-ID card launched by public sector in partnership with Mastercard in 2014
- Enables authentication through chip-based card and data sharing for KYC, with potential additional future use cases under consideration

Argentina

- <10% adoption
- Recently launched by government in coordination with private sector
- Will enable remote biometric authentication across public-and private-sector

India

- >90% adoption
- Launched in 2009 by agency established by public sector
- Enables biometric digital authentication as a part of broader digital ecosystems with additional functionality
- Key use cases include direct transfer of benefits to bank accounts, e-KYC, digital document storage

As at January 2019

Bank's perspective on Digital Identity

Trust
Bank as a trusted partner to customers

Customer-centricity
Empowering customers to control their data

Adjacency to banking
Strong alignment with open banking and payment

Value creation
KYC cost reduction

Verified.Me: launched in April 2019

Digital Assets Providers

- Financial Institutions
- Utility Companies
- Government
- Credit Agencies

Consent

Service request

Digital Assets Consumer

- Financial Institution
- Government
- Healthcare
- Telcos
- Sharing Economy

Customer

Transmission

Secure retrieval

Verified.Me™

Role:

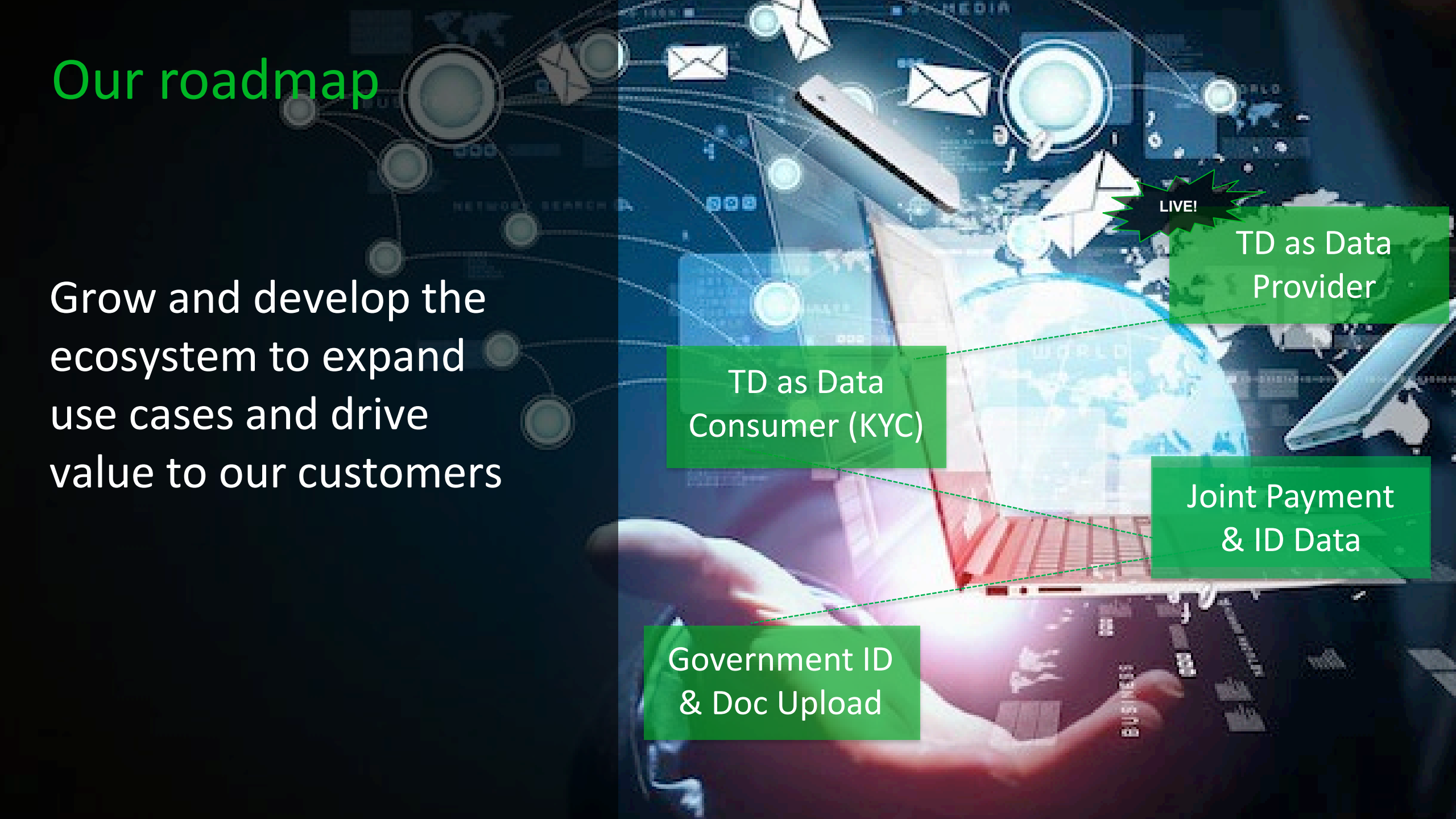
- Authentification (by FIs)
- Obtain Consent
- Make data available

- Ecosystem governance
- Contractual relationships
- Distributed architecture ("Triple blind")

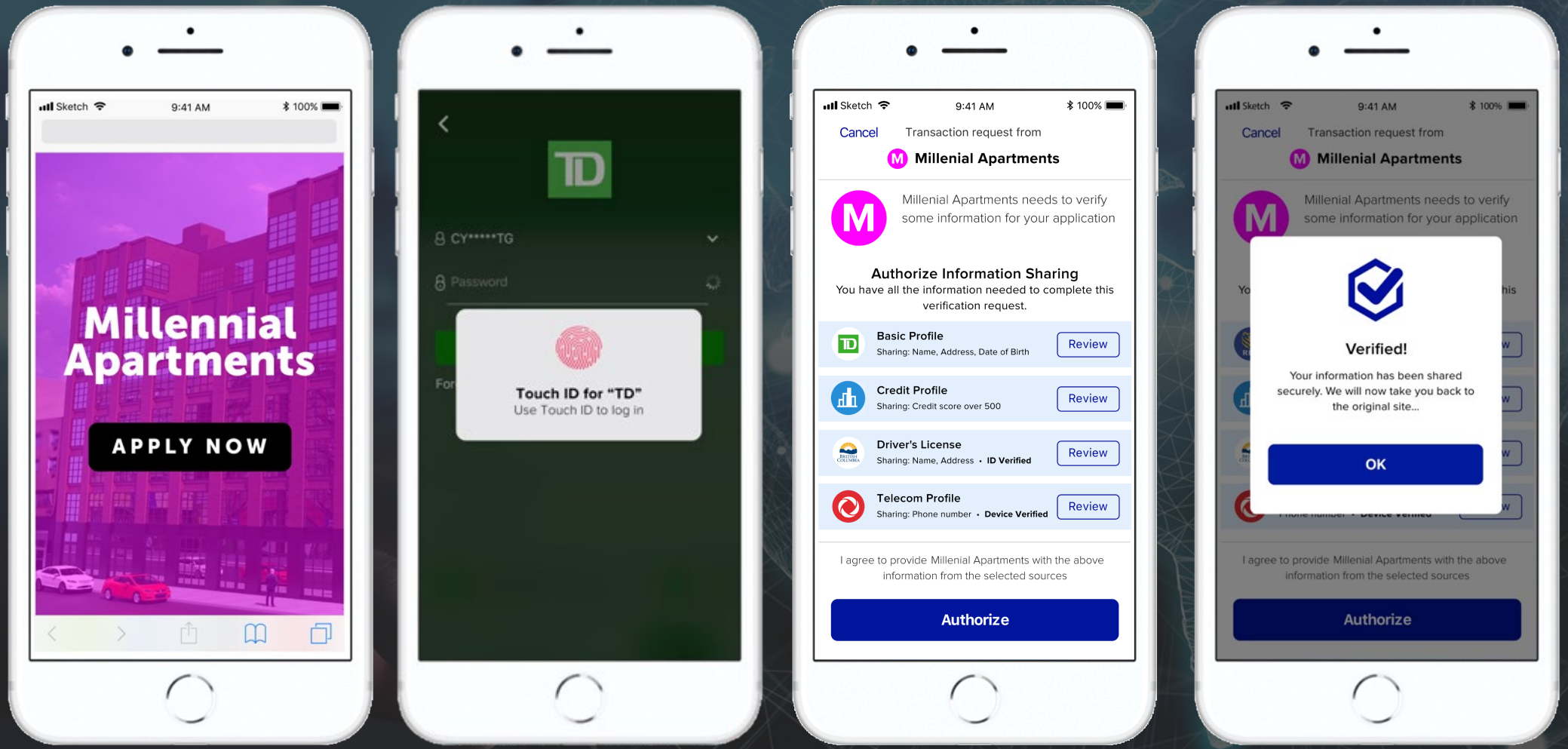
- Data request
- Service as directed by customer

Our roadmap

Grow and develop the ecosystem to expand use cases and drive value to our customers



User experience



DIACC – a trust framework for Canada's digital ID ecosystem

Collaborating with public and private sectors

Defining Canadian digital identity ecosystem standardized roles, rights, and responsibilities

Managing interaction risks through defined operational practices expected of participants

Success Factors

Key Design elements:

- Security and Privacy
- Open Ecosystem
- Commercial relationships
- Private and public sector
- Common Trust Framework

Observations:

- Network effect takes time
- Solve recourse and liability
- Demand friction-less experience

THANK YOU

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