Trust on the Web

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The views expressed in this presentation are purely those of the speaker and may not in any circumstances be regarded as stating an official position of the European Commission.

TRUST: Key in a complex society

From the 'walled fortress' *To the 'open metropolis'*

Securitisation, Isolation, Walls, Protect all

TRUST, Agreement, Communication, Protect goods

In digital world: No adequate identity management for persons and artificial entities; protection of data is key

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Trust is a relation, not a property!

- **Trust is:**
  - a pre-requisite for any effective human and enterprise transaction
  - facilitating economic activity, creativity and innovation
  - Time, place and context dependent
- **User empowerment is crucial!**
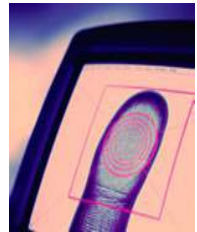
Trustworthiness: a moving target!

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Digital Data Explosion

business, personalized applications and services. In clouds for SAAS, …

citizens, to communicate and interact, improve the quality of their life (Web 2.0)

governments to service citizens and business (e-ID, e-government, e-education or e-health)

Governments: provide **public security** (against crime or terrorism)

HERRESBACH 2003

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Security, Privacy, Trust in the Information Society

- Complexity, ease of use
- Role of end-users
- Society-protecting business models

Technology & Innovation

End-Users & the Society

Trustworthy Information Society?

- Global ICT - national "frontiers"
- "Economics of security"
- Policies for privacy-respecting T&I?

- Security
- Protection of human values
- Transparency, accountability
- Auditing and Law enforcement

Policy & Regulation

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Globalisation

- Internet global, everyone in
- No time and location
- Little authentication; Anonymity
- No mapping to state jurisdiction

Local culture and jurisdiction

- State sovereignty
- Law enforcement
- Citizen protection
- Culture and habits

Europe's position in the world
(from: European Security and Defence Policy)

- **EU international identity**: political cohesion, solidarity, continuity, values

- **Uniqueness of EU soft power**: unity in diversity, commitment to unilateralism, consistency with its own values

- Partnerships consistent with **human rights**
- EU security is **human security**: protecting citizens and their rights and values

Elements for a European Trust Approach

- **Identity management, authentication**
- **Privacy, Freedom**
- **Responsibility**
- **Free press, openness**

Trust based on constitution, law, freedom, contracts and assumptions.
Enforced by audits, mandated reporting, consumer protection law, court, ethics

Some principles of Trust in Digital Life

Trust depends on context (e.g. time, location, partners, subject, transaction circumstances) and must include:

- Broadly accepted 7 Laws of Identity and Privacy
- Accountability
- Transparency
- Fair distribution of responsibilities in the chain of actors
- Support by tools and means allowing easy and dynamic assessment
- Protection of personal sphere

ICT Agenda

- **EU e-ID platform**, globally interoperable
- **Built-in privacy**: minimal data disclosure
- Identification management of digital entities
- **Trust architectures**, metrics and tools to support actors in trust decisions
- **Accountability** of data services enforced by auditing
- **Transparency** of data use through mandatory reporting by data collectors
- Introduce **time and location** in Future Internet?

Societal Elements

- **Consumer protection** law for digital services
- **International agreements** on jurisdiction, law enforcement, exchange of personal data
- **New social and economic paradigms** for the Future Internet, respecting jurisdiction
- Active **law enforcement** in the digital world