How Vendors approach Consumer Identity

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iWelcome is the only European based and hosted IDaaS Provider, designed from the cloud for the Enterprise.
Identity & Access Management (‘IAM’):

The ICT infrastructure required to provide & manage the right access for the right people, at the right place, on the right device to the right IT- services, and to do that in a safe, simple, cost-efficient and controllable manner.

IDaaS: 100% delivered as a cloud service
The full IAM landscape, by iWelcome IDaaS

DESKLESS WORKFORCE
Shop staff, outlet staff, Factory staff, ...

CONTRACTORS
Guest, researchers, ...

GOVERNMENTS
eID, DigiD, eHerkenning

SAAS, IAAS, PAAS
Salesforce, Office365, Google, SAP, ...

CONSUMERS
Buyers, insured, patients, ...

BUSINESS PARTNERS
Suppliers, Customers

MY COMPANY
Employees & on premise applications

Authentication | 2FA
SSO | SLO
Provisioning
Access Governance
Self-service
Federation
Delegated Admin
Identity Intelligence
Know your customer
Identity Proofing
With our platform companies
CONNECT & PROTECT
people, things and IT
ADMLRAL WELCOMES
5 MILLION CAREFREE
CUSTOMERS
RWE WELCOMES MILLIONS OF HOUSEHOLDS ACROSS THEIR EUROPEAN BRANDS
AKTION MENSCH WELCOMES 4 MILLION ‘GLÜCKSPILZE’ TO SUPPORT THEIR PROJECTS
Being able to build **frictionless and privacy protected** personal engagements at scale is the critical factor for becoming or remaining an industry leader.
Not IT, not the company but the consumer is in control!
iWelcome’s CIAM goal:

“if you want to build the next Netflix, just buy iWelcome CIAM, a whole lot of movies and a payment service!”
The customer journey

Effort

Value

Anonymous

Pseudonym

Known

Trusted

• Data Protection
• Privacy Regulation

BIG EFFORT
GDPR

Coming into effect on May 25th 2018,

Consent Lifecycle Management is a fundamental product requirement.

What differentiates iWelcome?

This capability is build right into the core of our CIAM product, the Consumer Profile store and its Extremely flexible (meta-)datamodel.

And it’s Build in versus Bolted on.
ABILITY TO WITHDRAW
Allows individuals to require the data controller to erase their personal data without undue delay in certain situations, such as where they withdraw consent or the processing was unlawful.

EXTENDING THE CAUSE
Consent is needed if the scope of use of personal information is extended.

PARENTAL CONTROL
Age limitations for consent can require parental consent options for the use of the service.

PREFERENCE MNGT
For direct marketing, the individual has the right to object, which needs to be managed and documented.

CONSENT MNGT
Where necessary to obtain consent, it need to be freely given, specific, informed and unambiguous and the individual should have the possibility to withdraw consent any time, as easy as it was given.

PRIVACY BY DESIGN
The service needs to take privacy into account on all personal data, from the start of the service.

PRIVACY BY DEFAULT
Personal information must by default only be kept for the amount of time necessary to provide the product or service and only the data that is minimum necessary.

ENCRYPTION
Not mandatory but highly recommended as individuals do not have to be informed of a breach in case the data involved is encrypted.

DATA PORTABILITY
The individual has the right to transport his personal data from one organisation to the next.

DATA RETENTION
Information about the period for which the data will be stored.

TRANSPARANCY
The individual needs to be sufficiently informed to ensure fair and transparent data processing. The information must be provided in a concise, transparent, intelligible and easy accessible form.

RIGHT OF ACCESS
Individuals should be provided access to their personal data and right to rectify inaccurate personal data.

GDPR & IAM
Needed capabilities for IAM functionality for GDPR compliance
We therefore fundamentally changed our Platform from the database upwards!
Datamodel for Consent - Meta Data per attribute

- Last Update: 22-nov-2016
- Mandatory field: Yes
- Provider name: Facebook
- Consent given: Yes
- Consent reason given: To send you our... x N
- Consent data: 15-nov-2016
- Verifier: not verified
- Classification: confidential
- Date deletion date: 12 month after last login
- Expiration date: 22-nov-2017
- Parental control: yes
- Parents allowed for consent: UID;UID

API

Profile Information API & Consent management API

3rd party API’s
Full disclosure of attributes including consent & other metadata
Our IDaaS provides the

‘Single Source of Truth’

For (consented) Personal Identifiable Information, manageable by the user and usable by all dependent IT systems
Selection of blue chip customers using iWelcome IDaaS for Workforce and / or CIAM use cases
How it all comes together
Thank you for your attention!