



Private Identity as a Service aims to create and to field-test a secure authentication system, based on biometric recognition technologies (speaker and face recognition) through mobile devices.

PIDaaS is a project co-founded under the ICT Policy Support Programme in which **8 partners** from Italy, Lithuania, Norway, Spain and United Kingdom are involved.



INTRODUCTION

PIDaaS provides to the users a **secure authentication process** based on speaker and face recognition, instead of to memorizing numerous secure passwords.

This solution is the result of the integration of the following three technologies: **BTPS**, **IdForMe** and **LMP**.

Three scenarios have been considered in order to carry out the testing and validation of the correct integration of the platform developed: **E-commerce**, **E-health** and **E-citizen**. These pilots will be used in for analyzing the usage of the service and to evaluate the success of the solution through KPIs.

THE BENEFITS

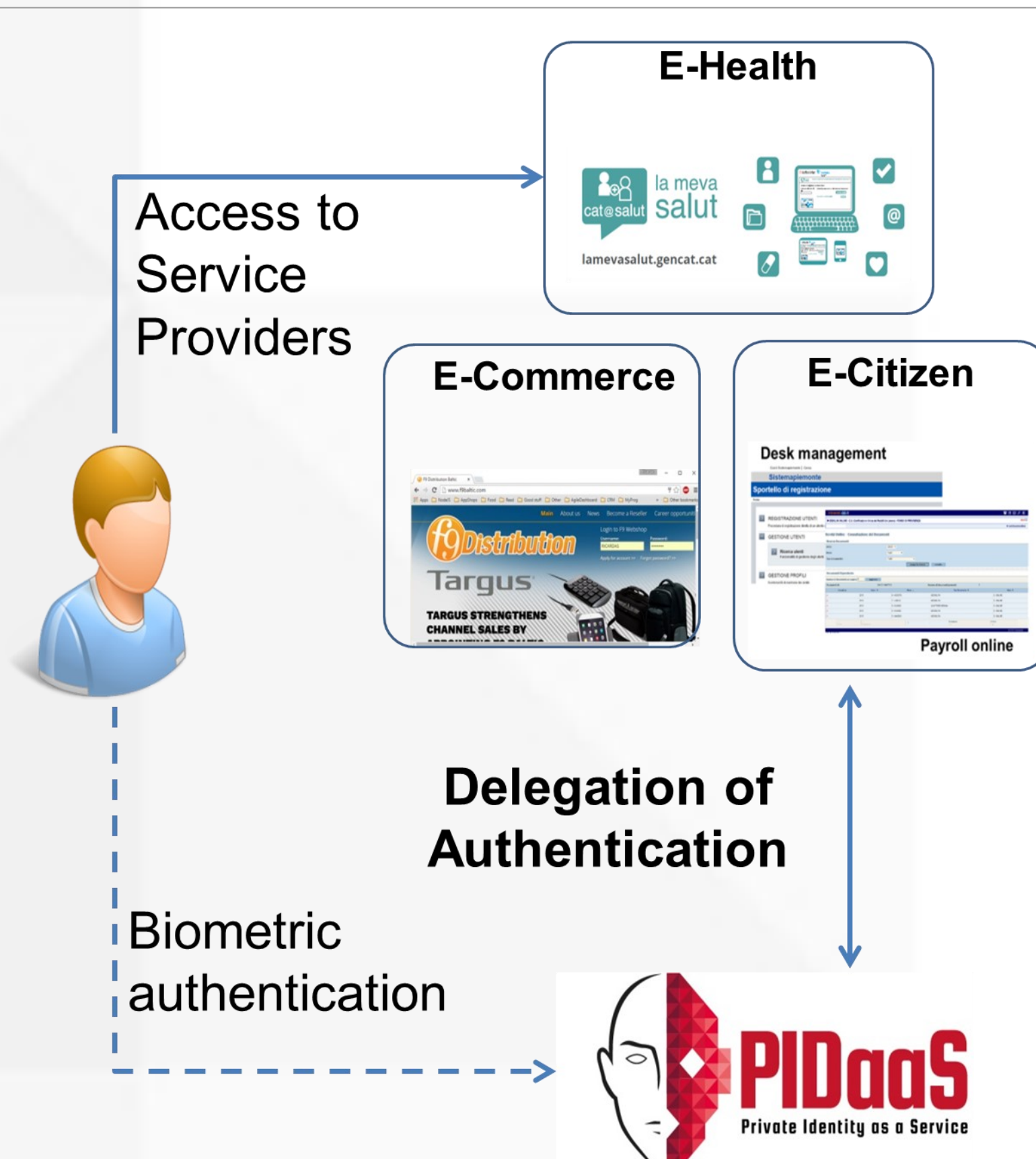
PIDaaS provides an innovative approach to e-Services (e-Commerce, e-Citizen, and e-Health) in a way giving users strong advantages and market competitiveness in the following aspects:

1. **Convenience**: PIN or password is omitted or expressed by voice/face;
2. **Security**: users are verified by their biometrics;
3. **Privacy protection**: biometric information used for verification is protected by BTPS.

These merits makes PIDaaS solution promising in the current and future markets because none of existing identity authentication solutions including those biometrics-enabled can perform well in all the three above aspects in the same time, which makes a good market perspective for the PIDaaS solution.

Each technology also enriches the solution with its specific benefits:

- **BTPS** technologies have been proved to be useful for voice/face biometric modality.
- **Biometric mobile verification systems** because many manufacturers have adapted their existing technology to be ready for deployment.
- **LMP technology** meets the need for the necessary trust frameworks and the need for greater dialogue between regulators and private sector. LMP offers a service where the user is the centre of decision.



STRENGTHS OF PIDaaS

- A. Biometric **data is not exchange**.
- B. Users **know whom, when and why** their personal data has been used.
- C. Users will be able to **create securely bio-identities** within their mobile devices.
- D. Users will be able to **set expiration-dates** for the validity of bio-identities as well as immediate cancellation of its use.
- E. It **reduces the risk of fraud** and provides a viable way to allow clients to access sensitive data.
- F. **Reliable, secure and easy to use**.
- G. **Reduces the complexity** of the authentication process.

ADVANTAGE OF BIOMETRICS

The use of biometric data for the authentication process has benefits for the user's point of view, but also for the service providers, who will integrate PIDaaS in their solution:

- A. **From the users' point of view**: It reduces the risk of impersonation and simplifies the authentication process, while assuring privacy thanks to BTPS.
- B. **From the service providers' point of view**: It reduces the risk of fraud and provides a viable way to allow clients to access sensitive data.

OUR PILOTS

1. E-Commerce

This pilot takes place in an environment of e-Commerce (B2B). PIDaaS solution will be integrated on the platform of one of the biggest e-shops in Finland, the company *F9 Distribution OY*. PIDaaS will be used by real customers.

2. E-health

TICSalut will carry the pilot performed in Catalonia (Spain). It will be useful to test integration of PIDaaS with the platform of the Catalan health system. This platform enables people to interact online through computer or other mobile devices with the health department, its agencies and providers (hospitals, health centers, etc.).

3. E-citizen

There will be a pilot performed in Italy, in which PIDaaS will be integrated in the service of visualization of the personal data within the human resources procedures. The employees belonging to an administration or company will be able to access to their personals records (such as payroll, holidays, time off work, etc.) and visualize them.

Objectives

- ✓ Test and prove technical and functional quality of offered solution.
- ✓ Test and get feedback on usability of PIDaaS solution.
- ✓ Get feedback about market acceptance and commercial attractiveness of PIDaaS solution.
- ✓ Easiness of PIDaaS integration into e-Commerce solution, provided by E-Bros.
- ✓ Accessibility of the patients on their data in the Catalan health system by authenticating themselves through the PIDaaS platform.
- ✓ Testing its performance and usability.
- ✓ To confirm that PIDaaS authentication grants users safe access to data and with adequate performance and usability degrees.
- ✓ Testing its performance and usability degrees.



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