



# carbon heroes

Verified Identities Within Trusted  
Communities

12<sup>th</sup> December 2019

# Identity B2C vs. C2C



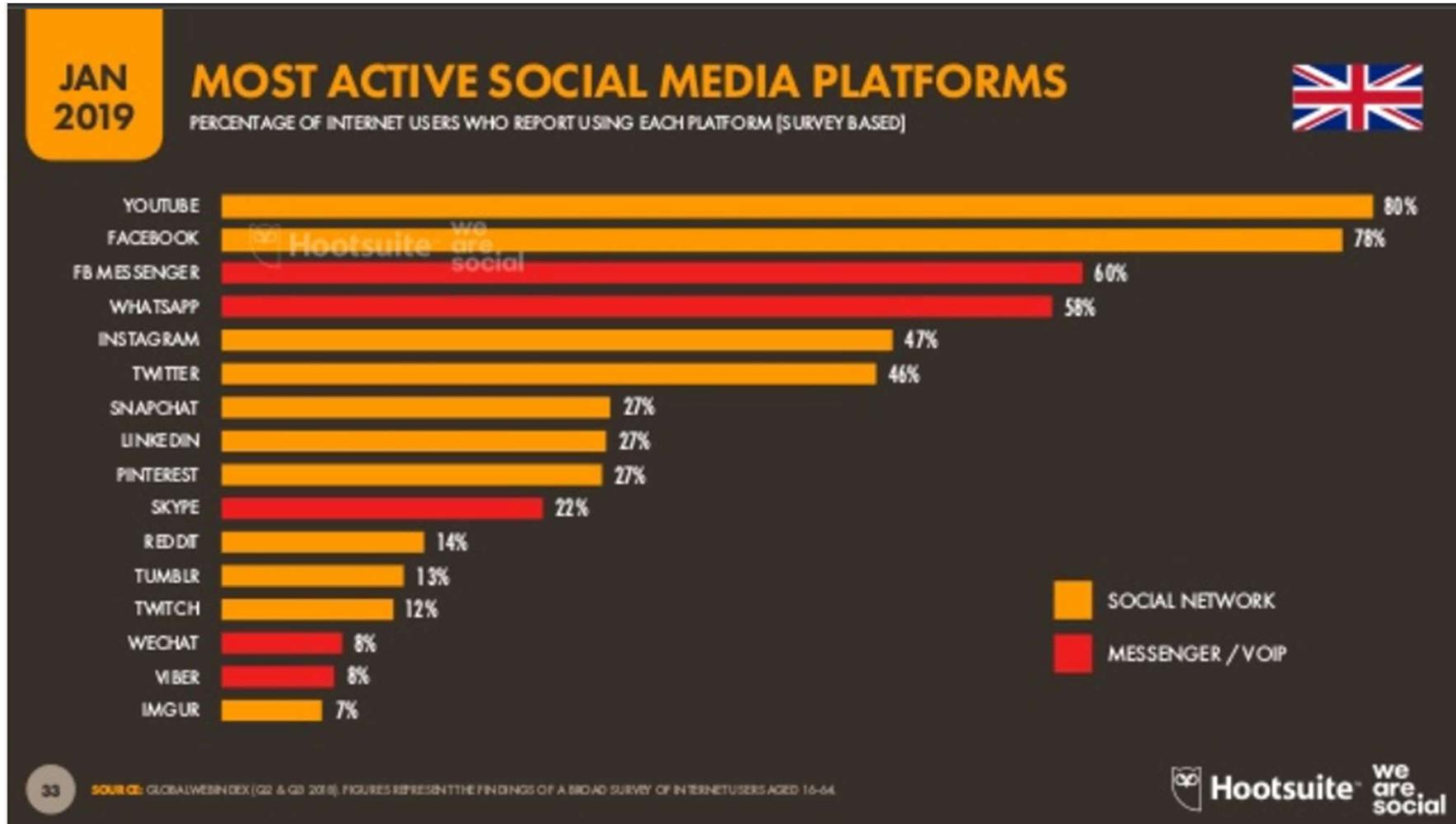
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# Social Media Behaviour



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# Social Media Platforms



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## I.D. Verification

- 👤 Twitter, Uber, AirBnB own verification services.
- 👤 Twitter has no verification process that the user can undergo.
- 👤 Of 300 million active accounts, how many have the blue tick?

150,000, or 0.05%

- 👤 Fragmented, expensive, bespoke.

## Should anonymous social media accounts be banned?

There are growing calls for an end to people being able to hide their identity online. But is this a threat to free speech? Labour MP Jess Phillips and tech author Jamie Bartlett swap ideas

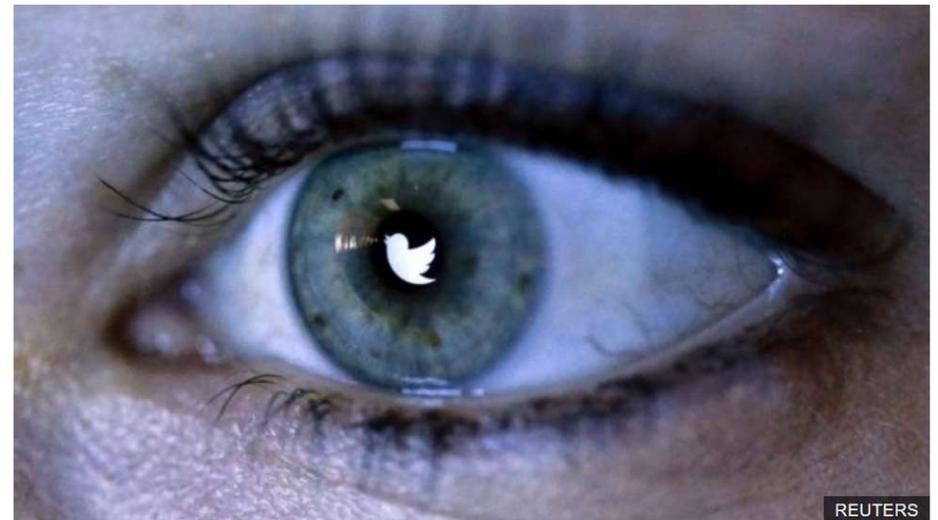


▲ Labour MP Jess Phillips and journalist and tech blogger Jamie Bartlett. Composite: Getty

## Twitter 'shuts down millions of fake accounts'

9 July 2018

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Bots on Twitter are easy to spot and can be quickly shut down, say experts

Twitter has shut down up to 70 million fake and suspicious accounts since

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# Social Media Anonymity

## General election 2019: The misinformation war over the boy in the hospital

By Reality Check team and BBC Monitoring  
BBC News

🕒 10 December 2019





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Reality Check



Very interesting. A good friend of mine is a senior nursing sister at Leeds Hospital – the boy shown on the floor by the media was in fact put there by his mother who then took photos on her mobile phone and uploaded it to media outlets before he climbed back onto his trolley. He was on a hospital trolley in the paediatric A&E having been seen within 20 minutes. I am a nurse myself and am so pissed off with fake news, yes the NHS is a mess mainly caused by people misusing it and lack of elderly care. Think of the nurses and Doctors who are doing their jobs instead of constantly slagging them off. another Momentum Propaganda story. Disgraceful

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**Bertie Pickle QC #QualityCanine**  
@PickleBertie

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Replying to @allisonpearson @TraceyRees2

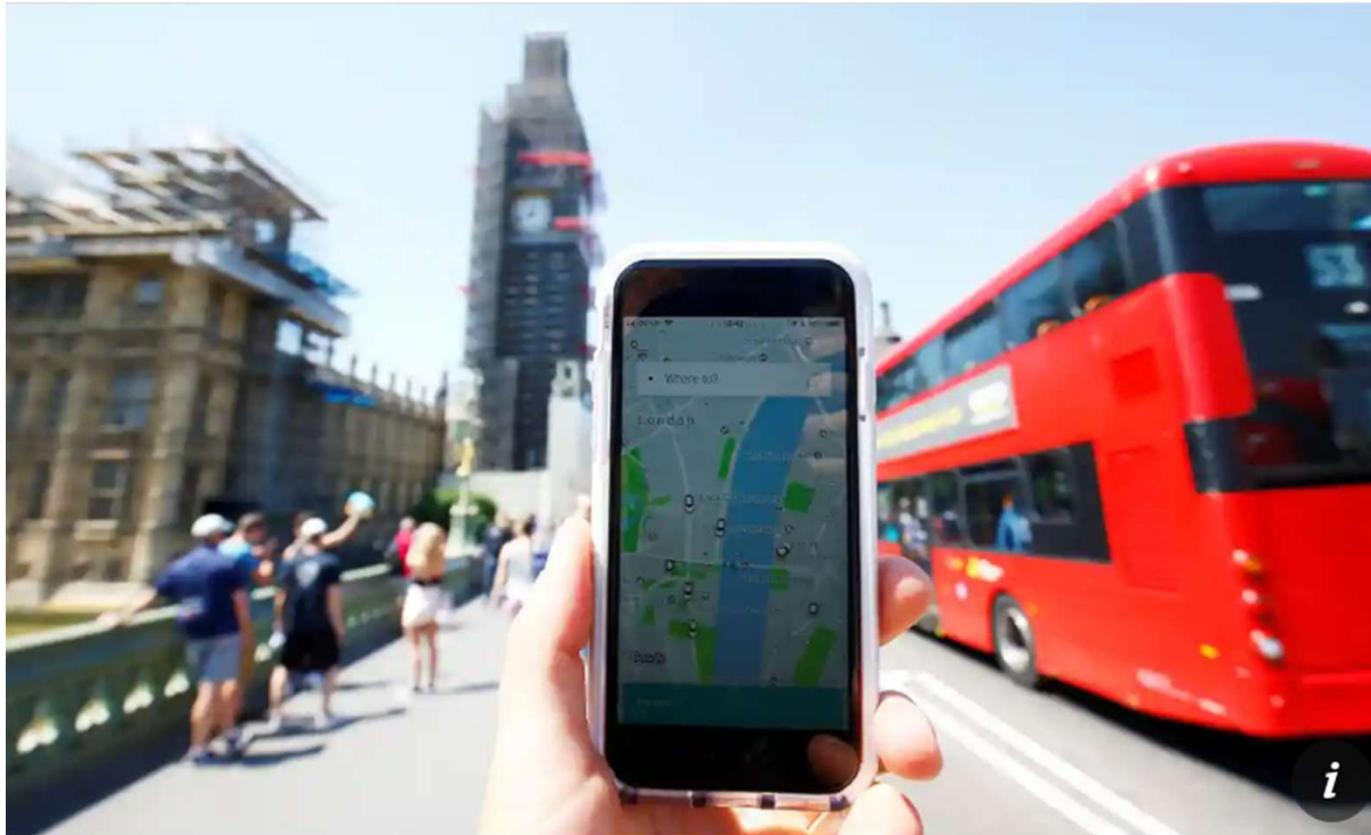
I'm a former paediatric A&E and PICU nurse and that child has a style of O2 mask in front of him that requires 6-8l/min to inflate like that. If a child needed that amount of O2 they'd be in resus for proper monitoring. He'd also have a cannula and be propped head up.

12:58 PM - 9 Dec 2019

529 Retweets 739 Likes



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**Uber**

## Uber loses London licence after TfL finds drivers faked identity

**Ride-hailing service to continue while it appeals against Transport for London decision**

# Car Sharing

one Peter Kay's Car Share



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# Alpha Project

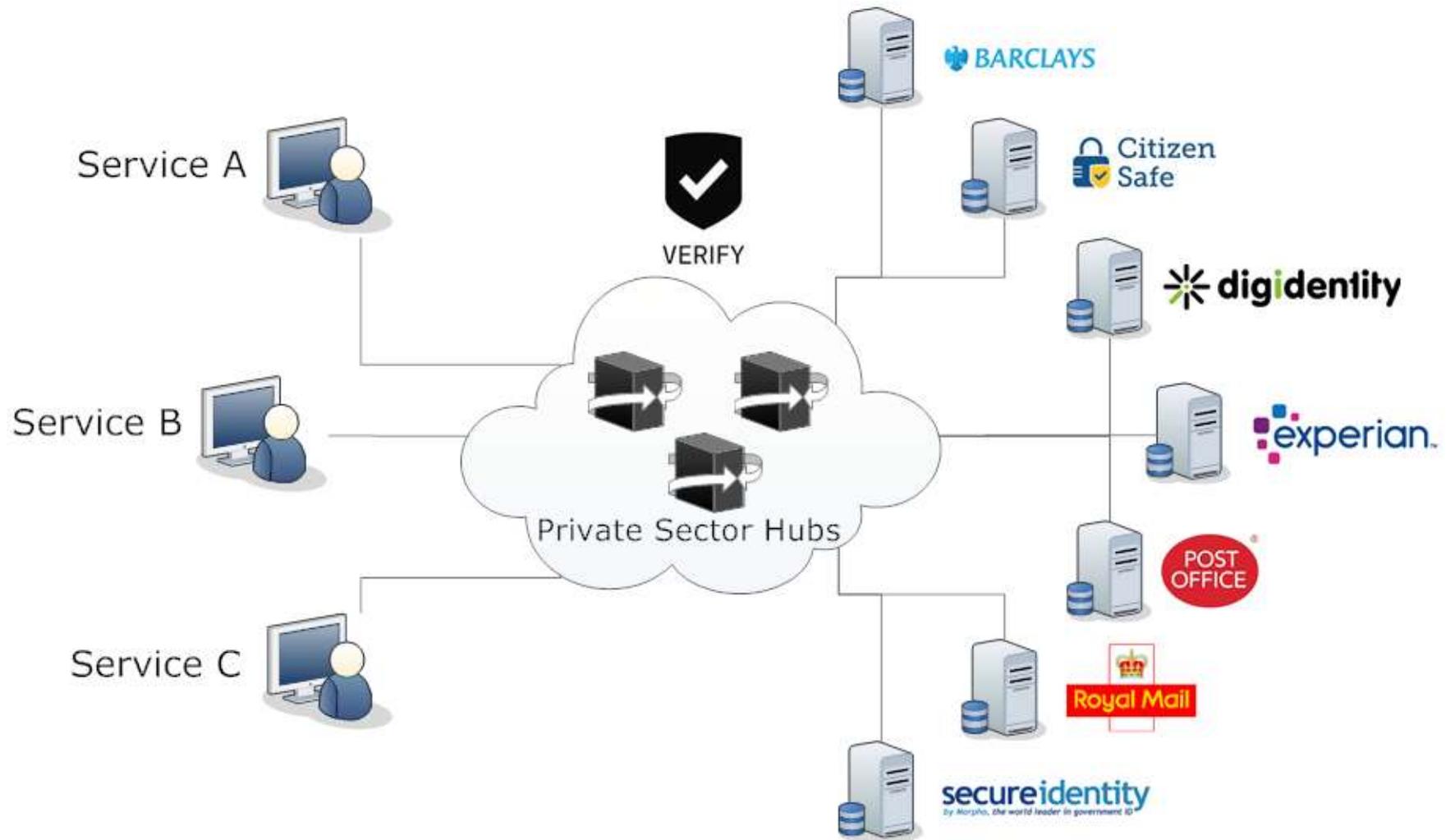
-  18 1-hour interviews with members of the public.
-  Top 5 important pieces of information, 16 chose 'participant has verified their identity'.
-  Some wanted a full DBS check.
-  Many expected that I.D. and driving credentials would be validated by the platform.
-  More concerned with a 4/5 star rating than points on a driving licence.



# Beta Project

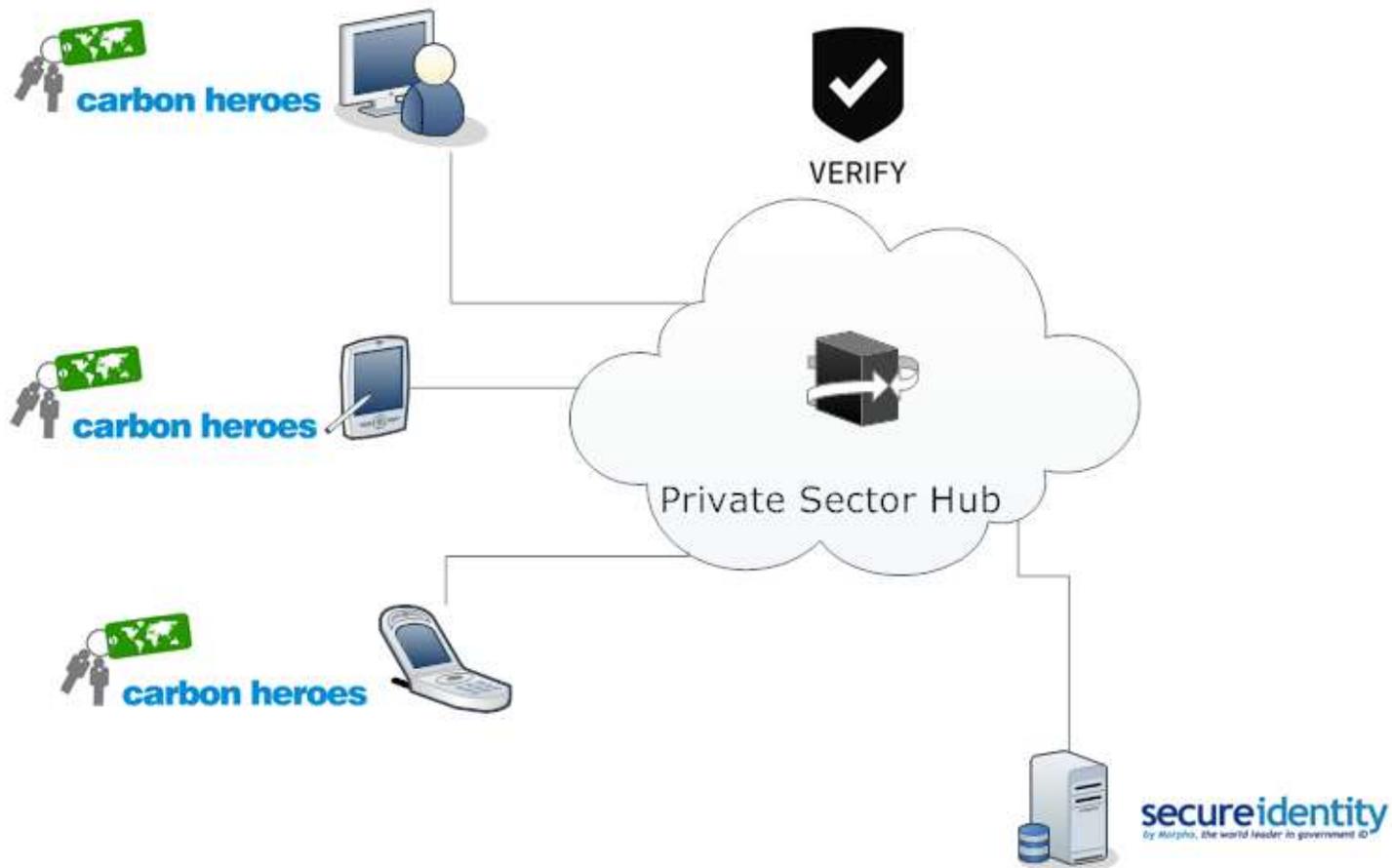
-  Assert, but not expose identity.
-  To build a service that integrates with a private sector hub.
-  Enhancement of the Carbon Heroes platform to incorporate the acceptance of a trustworthy digital identity from Verify.
-  Enhancement of the Carbon Heroes platform to test 'Verified' pseudonymous users and the relationships with other users.

# Private Sector Verify Topology



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# Sandbox Verify Testing



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## your journey

Date Thursday 15 June 2017

From Windsor SL4, UK

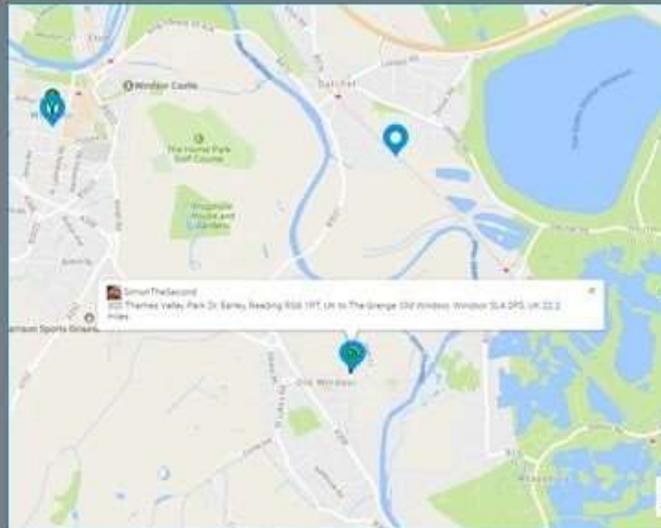
To Reading, UK

Go!

## your matches

Log In

Register



Midge Witt Jewley

Windsor SL4, UK to  
Reading UK  
19.0 Miles



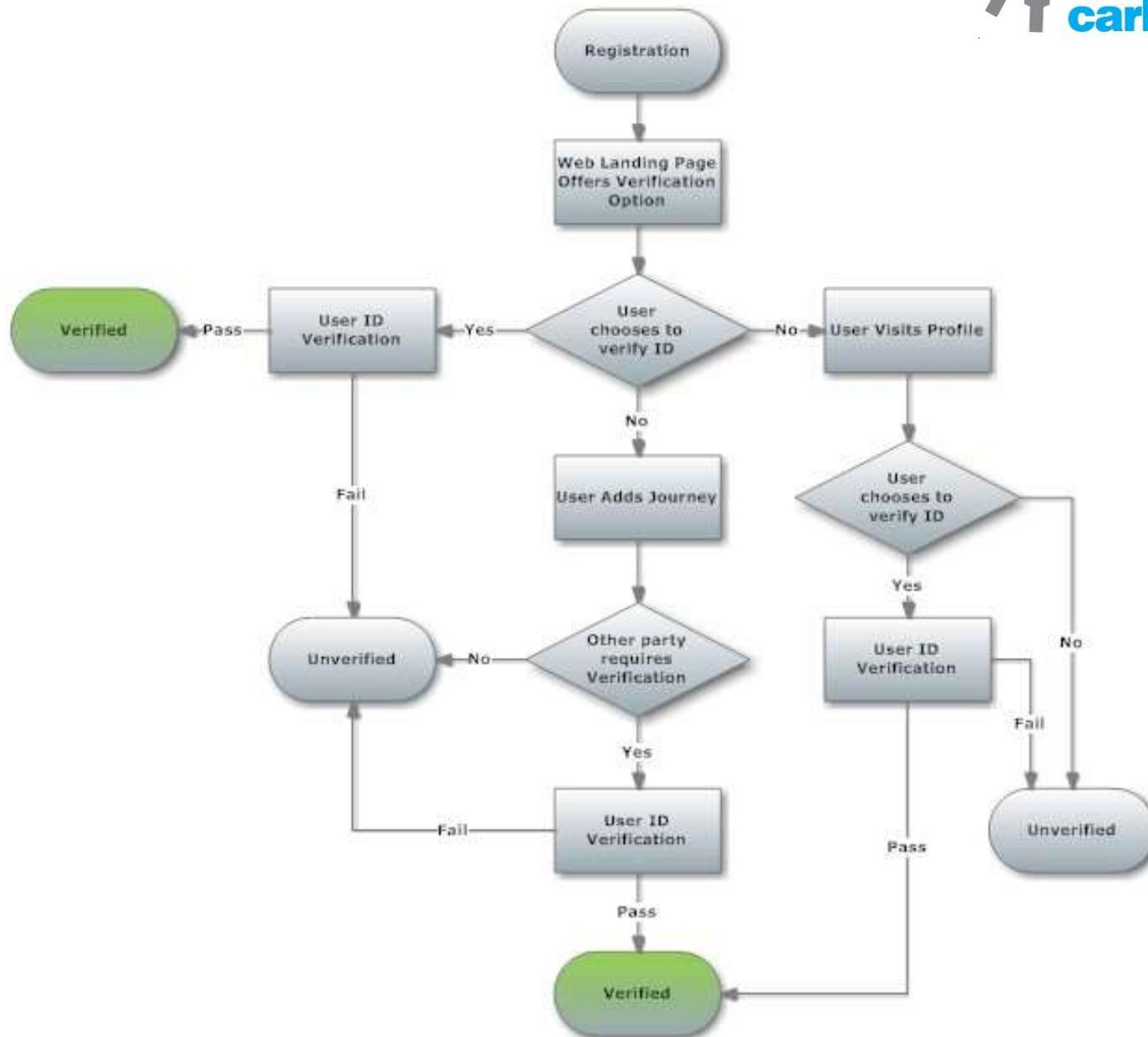
Lauren's Dad

Windsor SL4, UK to  
Reading UK  
19.0 Miles



Smeg Hammer

Windsor SL4, UK to  
Reading UK  
19.0 Miles



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# Challenges



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# Conclusions

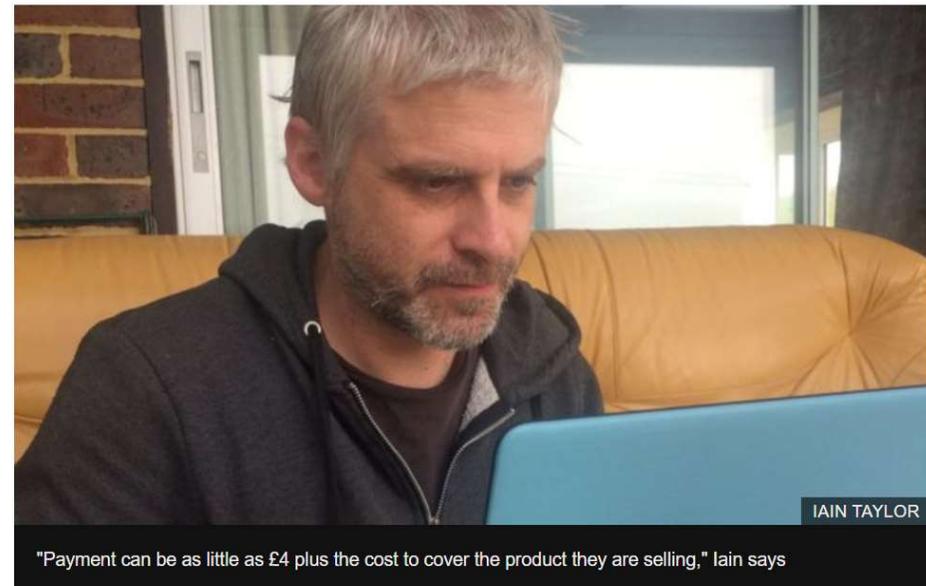
- 🚦 Potential access to DVLA driving licence and DVSA vehicle data.
- 🚦 Value in branded, federalised validation.
- 🚦 Simplicity, speed, visibility key.
- 🚦 Not a panacea.

## 'Why I write fake online reviews'

By Matthew Cannon, Francesca Gillett & Patrick Evans  
BBC News

🕒 17 April 2019

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