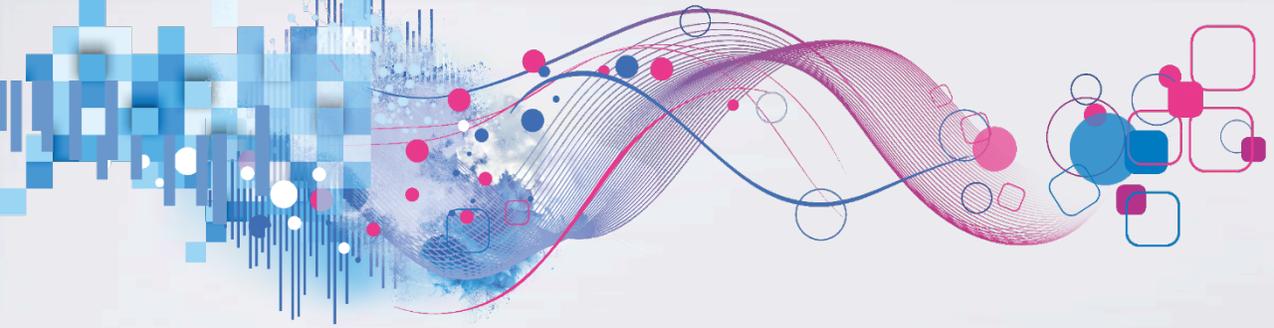


# OIX Workshop 22<sup>nd</sup> May 2017

Jim Lound  
Experian

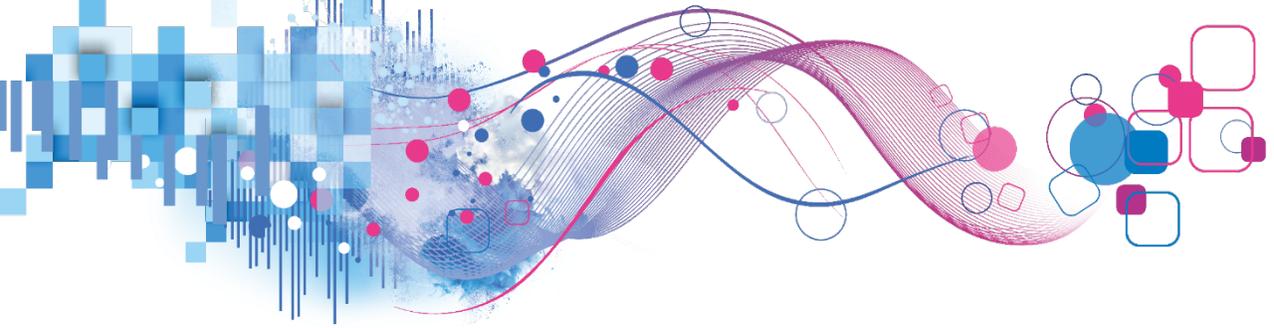




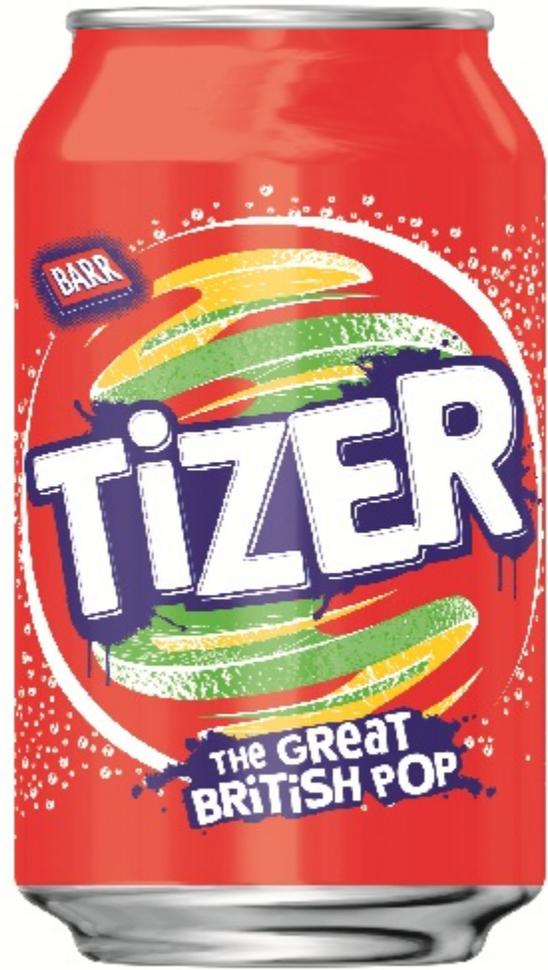
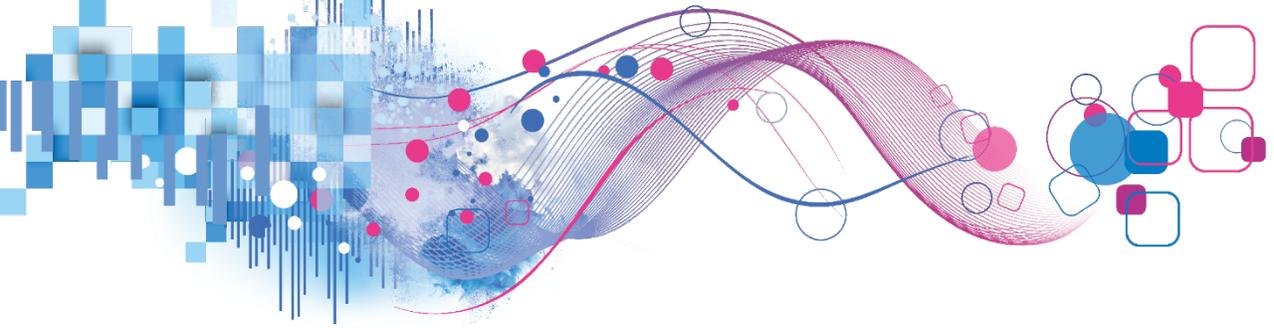
# Intermediary levels of identity assurance between LoA1 and LoA2

Representing work undertaken by the  
TISA Digital ID working group

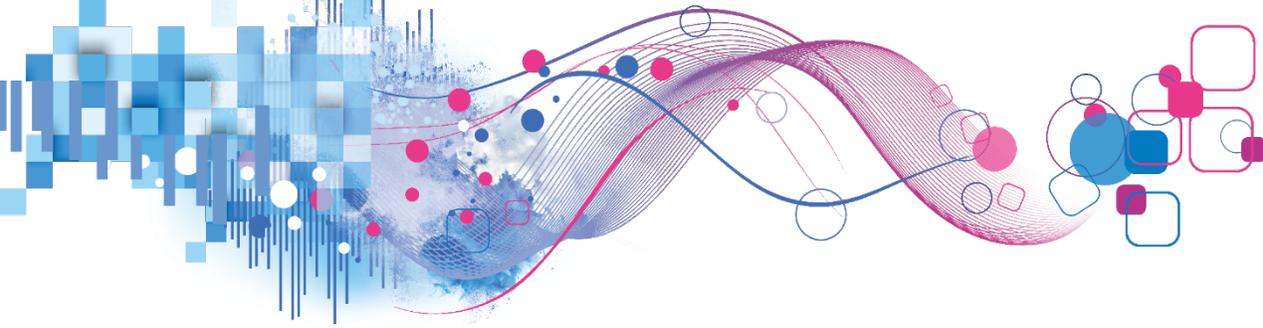




# TISA







# TISA

## The Tax Incentivised Saving Association

Over 160 member firms from all areas of UK financial services

Mission - to develop policy, services and infrastructure that promotes consumer's financial wellbeing and the strength of the nation.

Through this approach TISA creates an environment for UK financial services to flourish.



# Digital ID Prototype



## Identify yourself to us

By allowing us to identify who you online are we can then securely and rapidly open your new account



Log in using an existing Financial Services Digital ID.

E-mail address / Username

hello@email.com

Password

\*\*\*\*\*

[I have forgotten my password](#)

Log on with your Digital ID



Set up a new Financial Services Digital ID.

If you don't have a GOV.UK Verify account or a Financial Services Digital ID you can set up a new Financial Services Digital ID here in a matter of minutes.

Create new Financial Services ID



Sign in with your GOV.UK Verify account.

If you have a GOV.UK verify account you can use this to log on and gain access to Fidelity services.

Sign In with GOV.UK Verify

# Why a Financial Services Digital ID?



Q: if the price is right and the user journey is great then why wouldn't a financial services organisation use a Verify ID?

- If the customer already has one then they probably would
- If the customer doesn't have one then probably not

Conversion is key

The digital journey requires certainty and a great experience

Attaining the correct minimum level of identity assurance is also key

Q: What level does a Financial Services digital ID require?

- One that satisfies the KYC requirements

# Standards used for GOV.UK Verify



GPG45

GPG44

GOV.UK Verify Operations Manual

Levels of assurance

- LoA1
- LoA2
- LoA3
- LoA4

# TISA Digital ID LoA1.8 Proposal



3 CML  
Evidences

1 High KBV  
1 Medium  
KBV

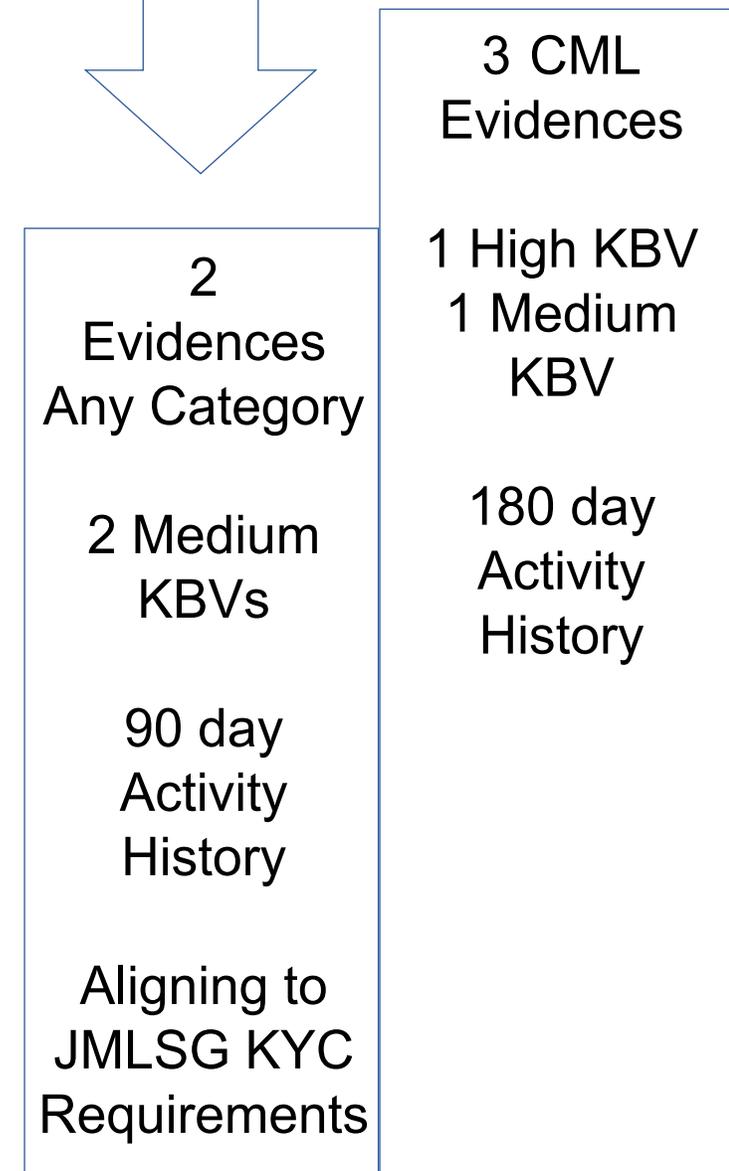
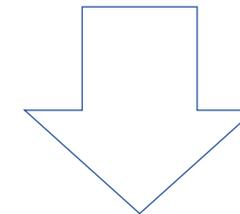
180 day  
Activity  
History

No  
Evidence

LoA1

LoA2

# TISA Digital ID LoA1.8 Proposal



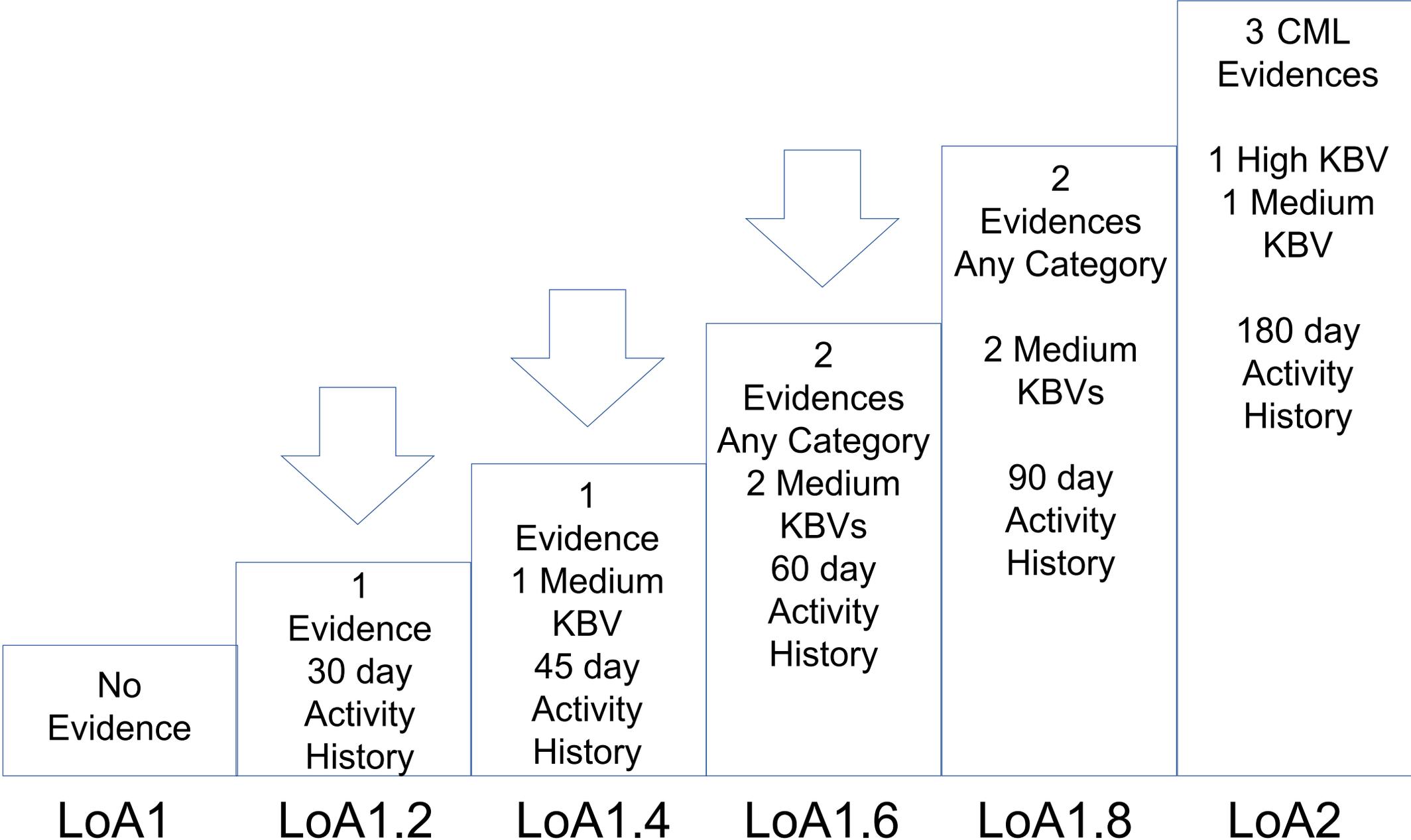
LoA1.8

LoA2

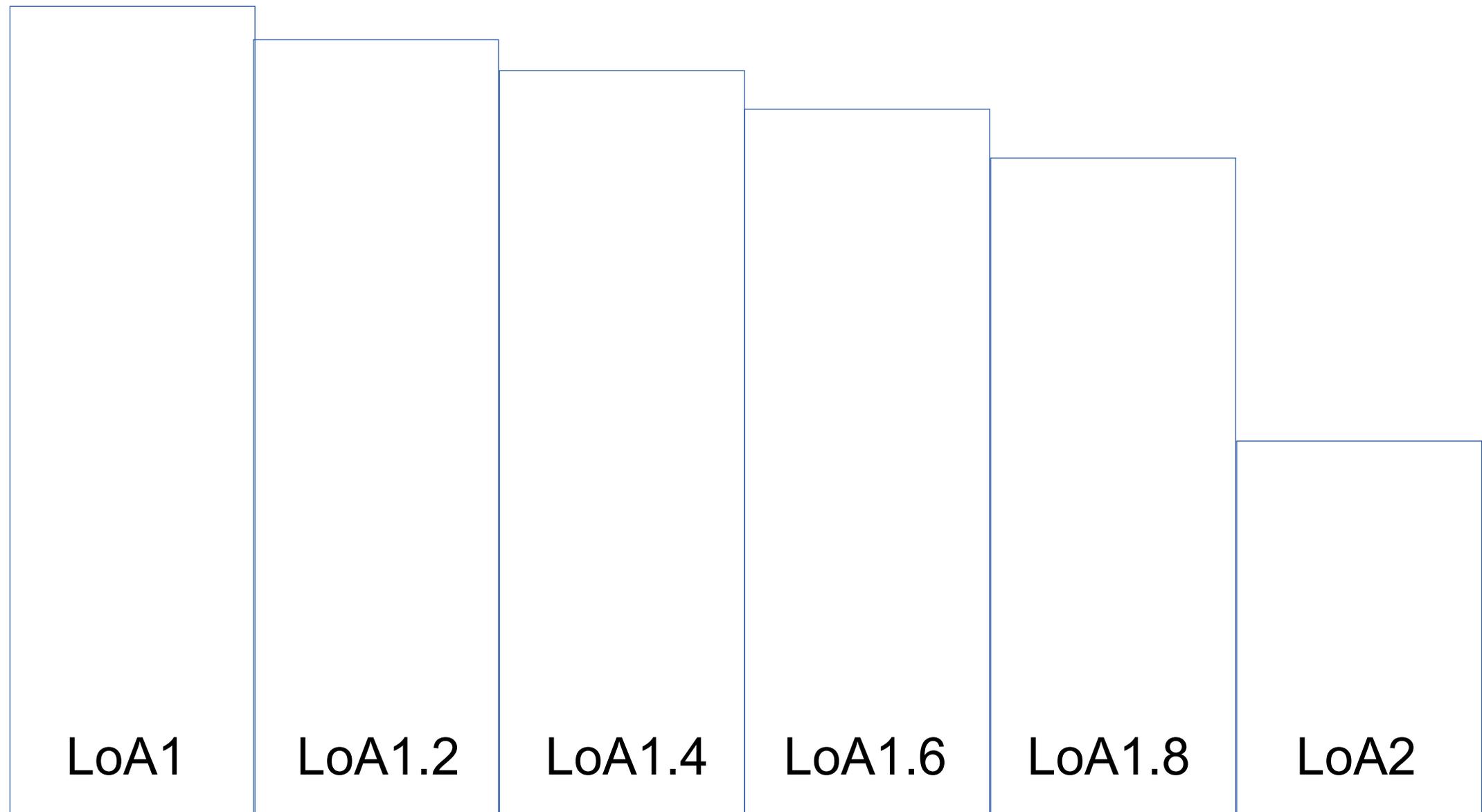
No Evidence

LoA1

# Further intermediary levels



# Relative conversion rates





[jim.lound@experian.com](mailto:jim.lound@experian.com)

# What constitutes an LoA2?



## **Element A / B**

Three strong pieces of evidence, one from each of Citizen, Money & Living categories

## **Element C**

Knowledge Based Verification questions

At least 1 high strength and 1 medium strength (difficulty) prompted answer type questions

Alternative mechanisms to KBV questions can be utilised and include: -

Security codes relayed via verified mobile phone or bank account

Selfie check against a valid and genuine passport or driving licence photo

# What constitutes an LoA2?



## **Element D**

Forwarding / missing addresses identified

Mortality check

Checks of contact numbers, emails, addresses associated with fraud

Previous failed applications velocity check

PEP check (higher risk of impersonation)

## **Element E**

Activity history - 180 days

# What constitutes an LoA2?



## Email

Unique email address

Asynchronous email verification within 180 days

## Credentials

Username

High strength password

Higher strength 2FA, for example: -

Security code to mobile or landline

Touch ID

# What constitutes an LoA1?



No requirement for the identity of the Applicant to be proven.

## **Identifier**

e.g. Unique, verified email address

## **Credentials**

Username

High strength password