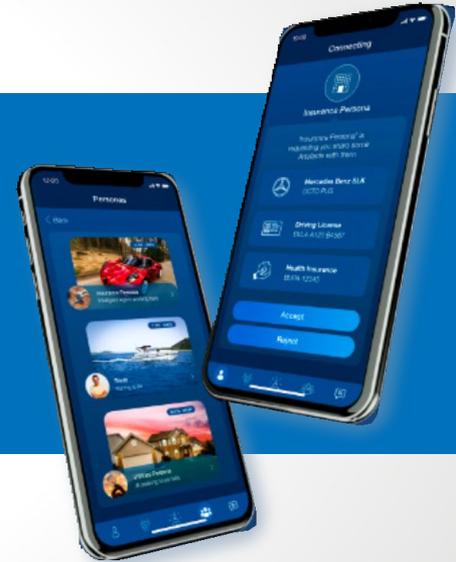


# Octopus.sh

## Identity Credential and PII Perspectives

December 2020



# True SSI

Innovative and fully compliant self-sovereign technology that allows Enterprise to focus on the value identity brings *beyond* verified access.



## Intelligent Identity Verification

Dynamic tools allowing project-by-project identity management for optimal trust - letting you to maximize the value from all stakeholders in real time:

- Authorisation, authentication, OOB
- Biometrics, 3rd-party corroboration
- Conferred trust network scoring
- Attestations, zero proofs



## Sovereign Identity Ownership

Digitally signed Personas, Artefacts and Intelligent Agents lets every one of your stakeholders own, share, revoke and control all their personally identifiable data.

- Multi-identity Personas®
- Artefacts® manager mobile app
- AI Intelligent Agents
- Social privacy and anonymity



## Secure Identity Compliance

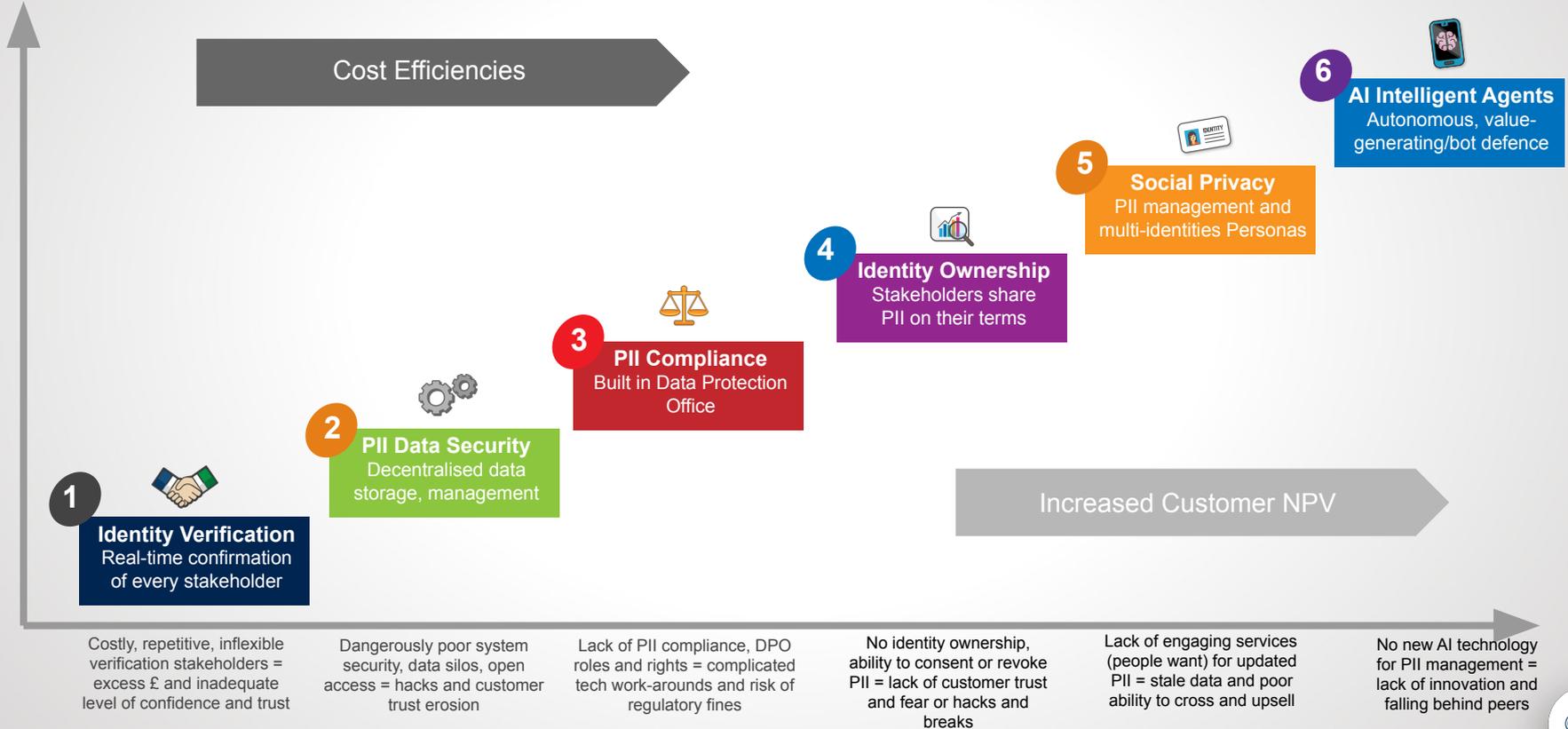
Distributed graph vault technology and E2E encryption provides optimal speed, privacy, security and true data compliance for the entire organisation:

- Distributed graph technology
- Decentralised data
- Regulatory & privacy compliance
- End-to-end encryption



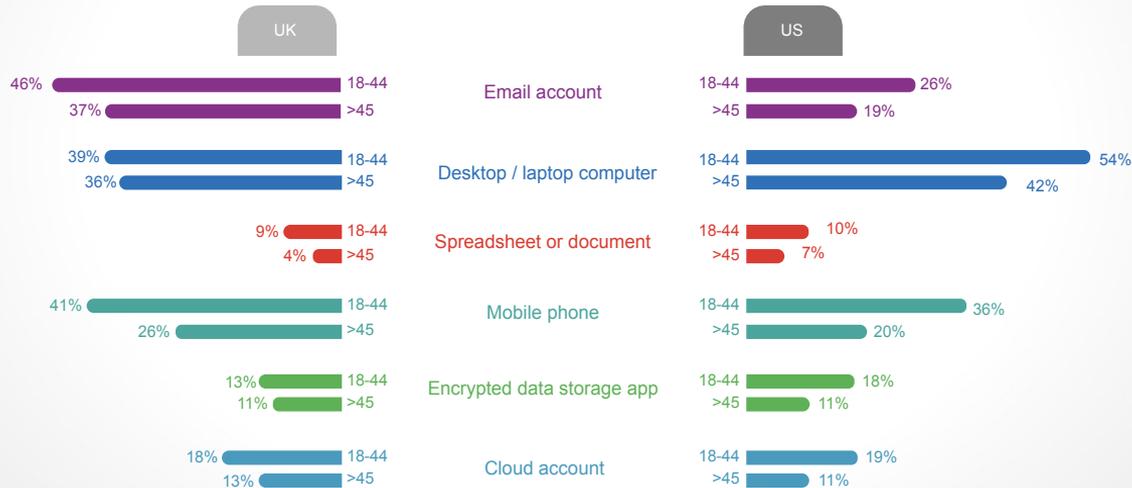
# Identity Value Generation

Enterprise can leverage SSI to save identity costs, enhance PII security and compliance whilst improving talent / customer retention and NPV



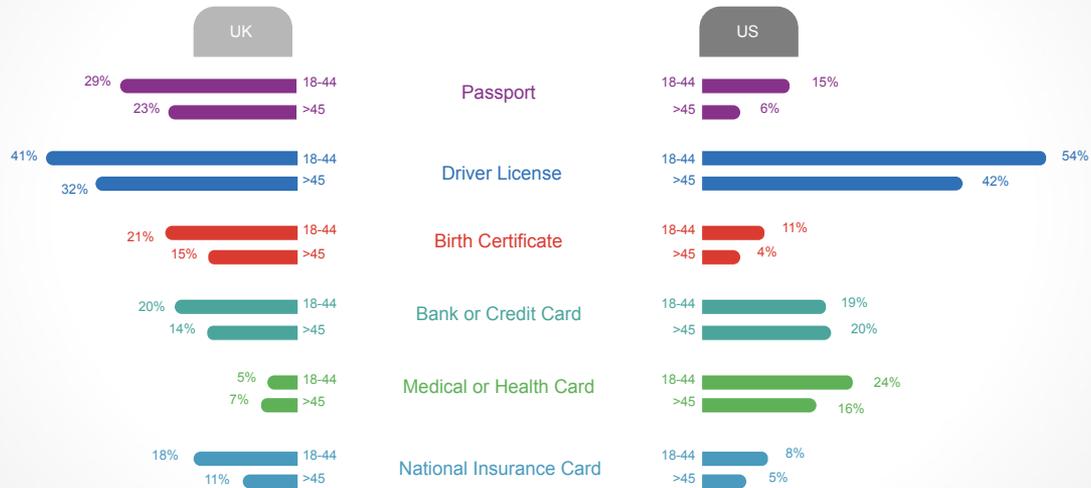
# Current Digital Identity Management

British citizens using email accounts and desktops. Over 45s manage identity digitally less than the younger segment. We also see some citizens using encrypted PII storage apps such as data, identity, password managers and wallets in both countries.



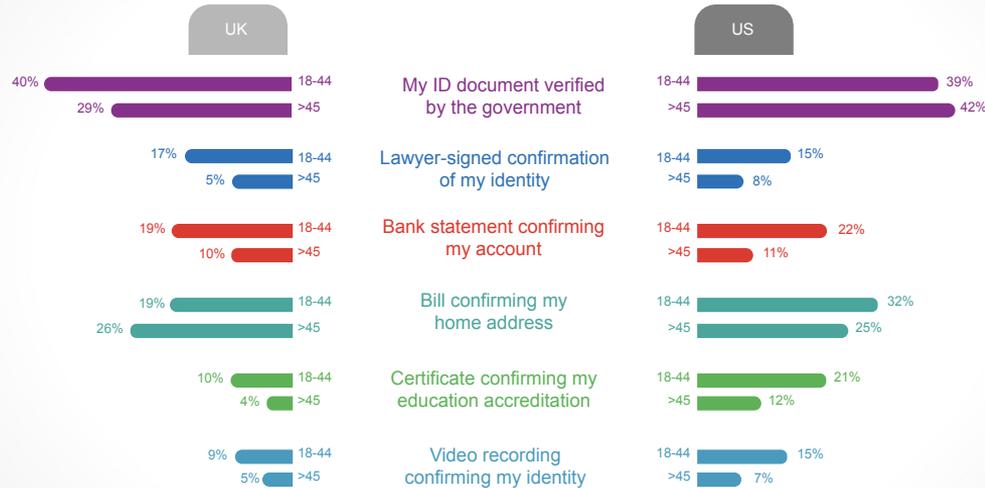
# Digital Identity Document Sharing

Americans are more receptive to sharing identity documents than British. British will share digital passports but they're not so keen on sharing medical health cards - which is less an issue for Americans.



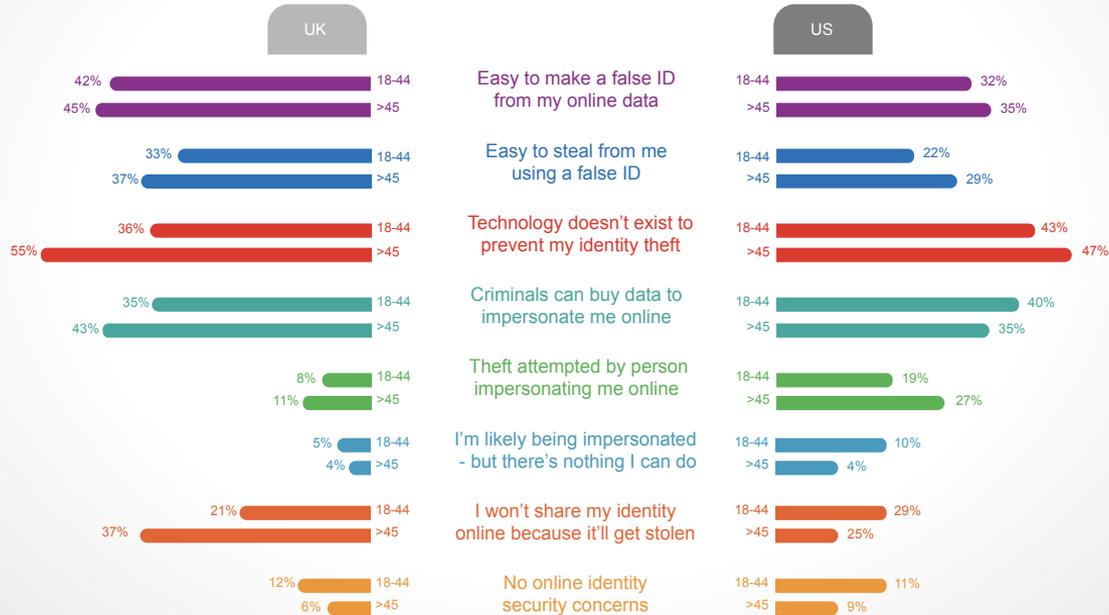
## Stored Verified Identity Types

Both UK and US citizens show interest in storing confirmed identity attestations in a mobile app - notably a passport or driving license that has been verified by the government.



# Digital Identity Security Concerns

Both US and UK citizens are concerned about their identity being hacked and used online. Over 41% say criminals can buy their PII to impersonate them online whilst 47% feel there's no adequate technology available to stop identity theft. Less than 10% have no digital identity security concerns.



# Trust in 3rd Parties for Digital Identity Management

The government is trusted more than financial institutions to manage users identity on their behalf in the UK, less so in the US - with little trust in Telecoms, Media or Social organisations.

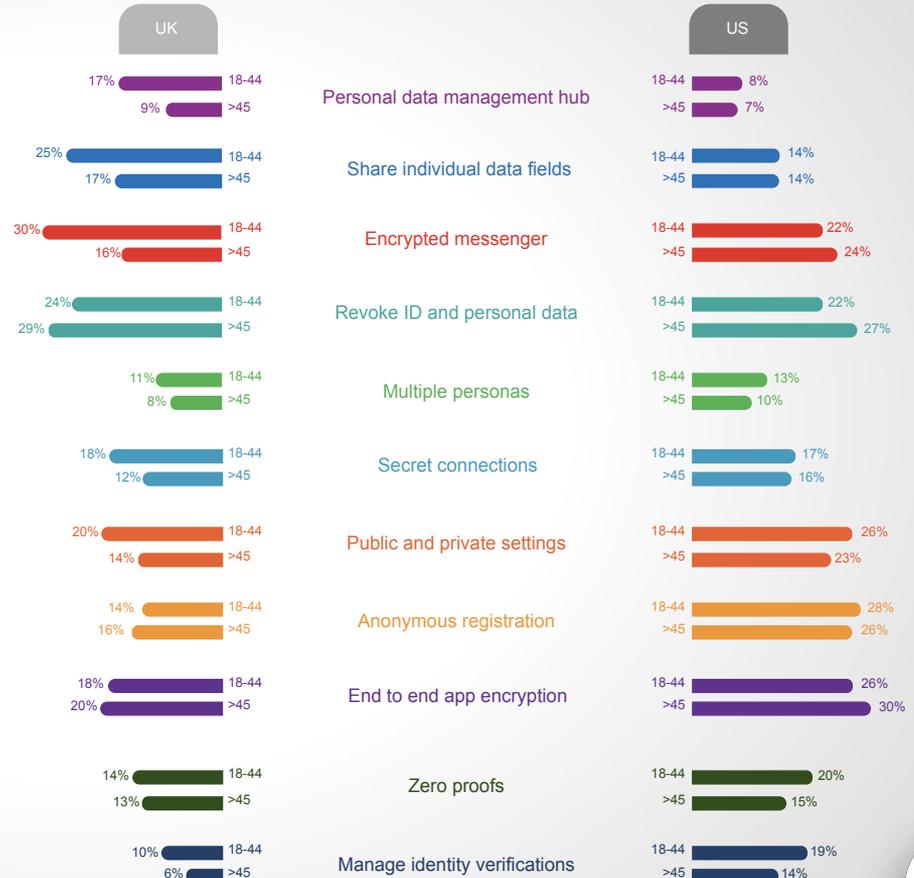


## SSI Application Feature Receptivity

Security and privacy SSI features are important to both British and Americans for managing and sharing digital identity.

Americans are particularly interested in end-to-end solution encryption and an anonymous registration that ensures no personal information is revealed during the onboarding process.

And there is already some interest in both countries for having both public and private settings for sharing PII. British 18-44 year olds show a higher interest in encrypted messaging tools for sharing identity artefacts and other personal data.



## More Report Information...

<https://openidentityexchange.org/networks/87/item.html?id=404>

Octopus.sh allows Enterprise to focus on the value identity brings beyond verified access. Reduce identity management costs. Give customers their identity ownership back. Empower employees. Build trust with every single stakeholder.

- True self-sovereign identity – authorise, authenticate and verify everyone in real time
- Artefacts<sup>®</sup> Exchange Hub – feature-rich app securing every identity owner’s social privacy
- Personas<sup>®</sup> – Multi-identities for sharing identity, zero-knowledge proofs and attestations
- Intelligent Agents – Autonomous and defensive protecting users from threats online
- Data Privacy – Regulatory compliance with built-in DPO roles and rights

Our VaultChain<sup>®</sup> platform is built from distributed graph technology. It’s what guarantees privacy, anonymity and security – ensuring no unauthorised access to any user data, ever. And it solves blockchain scalability, compliance and speed limitations – whilst offering data compliance for all organisations.

With Octopus.sh, it’s a million vaults for a million customers – not one database holding a million customer records.

Intelligent identity. Intelligent privacy.

