

# Digital Identity In the UK

## Achieving Success in 2021

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## 1 Introduction

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This document contains OIX's recommendations to UK government on how to make the definition, adoption and governance of Digital Identity a success across the public and private sectors in 2021.

OIX believes that public-private collaboration is key to achieving this success. Collaboration will ensure that a Digital ID ecosystem is defined within the UK that will be embraced by the private sector, leading to rapid realisation of the massive economic benefits that Digital ID will bring.

Key recommendations to achieve success can be summarised as:

- The UK Trust Framework must be pitched as the right level: not too hard and not too soft; to allow sector specialisation, a competitive market and continued innovation.
- The Oversight Authority for Digital Identity should be a public-private partnership, whose remit includes innovation and evolution of Digital Identity services in the UK.
- The buyers of Digital Identity – relying parties – need education and support in order to understand the benefits Digital Identity can bring to them and to build business cases for adoption.
- Ensure that Digital Identity is Inclusive. Prioritise access to government data sets on the basis of the inclusivity improvement each data set will bring.
- Any fees for government data sources must be of a level that will allow cost efficiencies to be achieved over and above using existing ID verification approaches.

This document also details how OIX proposes to invest its resources and expertise to support UK government to achieve its objectives for Digital Identity. This will be through a combination of:

- Workshops to review and comment on the ALPHA UK Trust Frameworks
- A paper with recommendations for the formation and governance of the Oversight Body for Digital ID in the UK, and an accompanying Trustmark.
- Ongoing engagement with Private sector Trust Schemes initiatives in finance, pensions, age, property conveyancing and employment vetting to drive for interoperability, commonality and alignment.
- Creation of an Inclusion Segmentation that will highlight groups of citizens who are in need of inclusion and will prioritise which government data sets will provide the biggest improvements in inclusion.

## 2 Trust Framework

How Government Can Succeed	OIX Supporting Actions
<p><b>Define a Trust Framework in collaboration with the private sector</b> that contains “goldilocks zone” rules for Digital Identity: not too hard but not too soft. The trust framework must:</p> <ul style="list-style-type: none"> <li>• demand robust security and fraud controls.</li> <li>• only set hard and fast rules where absolutely necessary.</li> <li>• In general, set high level rules and allow sector specific Trust Schemes to set the detailed rules for specific use cases.</li> <li>• enable cross sector interoperability</li> <li>• allow sector-based levels of assurance or introduce more granular levels of assurance</li> <li>• encourage competition and innovation to build world leading Digital Identity solutions in the UK</li> </ul>	<ul style="list-style-type: none"> <li>• OIX will run member workshops to review and provide feedback on the ALPHA Trust Framework contents</li> </ul>
<p>Support the definition of a <b>single Trustmark</b> to communicate to users and relying parties that the Trust Framework, and an accredited Trust Scheme is in operation.</p>	<ul style="list-style-type: none"> <li>• OIX will shortly publish a Guide to Trustmarks as part of it’s overall Guide to Trust Frameworks.</li> <li>• OIX will create a UK Trustmark proposal.</li> </ul>
<p>Allow the private sector to create and operate Trust Schemes that operate within, and are accredited to, the Trust Framework. Government should support the market; but should <b>allow the private sector market to drive itself</b>.</p>	<ul style="list-style-type: none"> <li>• OIX is already supporting those creating sector-based Trust Schemes for Finance, Pensions, Age, Property Conveyancing and Employment Vetting.</li> <li>• OIX will drive for commonality and interoperability.</li> </ul>
<p><b>Publish who is accredited to the Trust Framework, and which relying parties accept Digital IDs</b> in the UK</p>	<ul style="list-style-type: none"> <li>• The OIX Directory has been specifically designed for this purpose. It can show which parties have been accredited to any trust framework along their role and level of accreditation.</li> </ul>

### 3 Digital Identity Governance

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How Government Can Succeed	OIX Supporting Actions
<p>Create a <b>public-private steering group to design the Trust Framework and create the Oversight Authority.</b> This steering group might then evolve into the governance board for the authority as it is then formed.</p>	<ul style="list-style-type: none"> <li>OIX will run a series of Working Groups to produce a Paper proposing how the oversight authority should be formed and operate. This will include how the work OIX has already done could be leveraged as a start point.</li> </ul>
<p>Create a <b>public-private Oversight Authority</b> to implement, oversee accreditation and evolve the Trust Framework.</p>	

### 4 Education and Adoption

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How Government Can Succeed	OIX Supporting Actions
<p><b>Support education on Digital ID</b> for Relying Parties and Consumers</p>	<ul style="list-style-type: none"> <li>OIX will create a Guide to Digital ID for Relying Parties that will explain the concept, considerations, benefits and approach to adoption for those that will ultimately buy Digital IDs.</li> <li>Evolve OIX membership proposition to support relying parties.</li> </ul>
<p><b>Address regulation, sector by sector,</b> to allow the adoption of Digital Identities accredited to the Trust Framework.</p>	<ul style="list-style-type: none"> <li>OIX will work with emerging sector Trust Schemes to identify regulation that requires changing.</li> </ul>

## 5 Inclusion and Access to Government Data Sources

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How Government Can Succeed	OIX Supporting Actions
<p><b>Ensure Digital ID in the UK is inclusive.</b></p>	<ul style="list-style-type: none"> <li>• OIX is already running an Inclusion Steering Group of which DCMS, GDS and DWP are part.</li> <li>• Create an Inclusion Segmentation, identifying and quantifying groups of citizens who need to be included and prioritize which Government Data Sources will be most beneficial from an inclusion point of view.</li> </ul>
<p><b>Set realistic prices for data</b> access that allow Digital ID to be more cost effective than traditional manual and electronic processes used for ID proofing.</p>	<ul style="list-style-type: none"> <li>• Work with government and members to assess the market size and value for each data source.</li> </ul>