carbon heroes

Verified Identities Within Trusted Communities

12th December 2019
Identity B2C vs. C2C

know your customer

The longest journey starts with a single step
Social Media Behaviour

The longest journey starts with a single step
Social Media Platforms

The longest journey starts with a single step
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.

The longest journey starts with a single step
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.

Twitter 'shuts down millions of fake accounts'

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

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

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.

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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

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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.

The longest journey starts with a single step
Private Sector Verify Topology

Service A

Service B

Service C

The longest journey starts with a single step
Sandbox Verify Testing

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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.

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