

# The Value Proposition of Trustmarks and the Cross Sector Digital Identity Initiative (CSDII)

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# Trust Frameworks and the Trustmark(s) Within

## Why are trust frameworks needed?

- Implementing identity federation requires business, legal and technical agreements
- Creating these agreements each time we federate is expensive and consumes much of the businesses value federation offers
- Instead of one-off agreements, a trust framework is a set of “multi-party” business, legal and technical agreements
- Trust frameworks reduce "friction" when doing identity federation

**A Trustmark is a visual indicator that a party has joined a trust framework**



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# Examples of Trustmarks

Physical:

- Notary seals; court seals; UL; Intel Inside; IBM Compatible

On-line:

- Electronic notary seals; electronic court seals; TRUSTe; VeriSign; McAfee Secure

# Trustmarks typically have one or more of the following characteristics :

- Provide an indication of compliance to a set of requirements
- Are owned by the creator of the requirements
- Are licensed from owner to manufacturers of compliant goods/services; or ISPs
- Lack clear cross-border legal reciprocity/enforceability (i.e. credit)
- In the form of IP, can be hard to defend. To defend trustmark owner must:

*identify* infringers

*locate* the infringers

*summon* them into US Court

*enforce* judgment (e.g find property in US to attach lien)



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# Trustmarks in the On-line world: Challenges

- Many trustmarks cannot be verified in realtime -
  - so bad guys (esp. offshore) can forge trustmark with impunity
- Proliferation of requirements from regulators/buyers -
  - leads to proliferation of trustmarks
  - lack of atomicity leads to redundancy (audits; proving compliance)
- Many trustmarks offer very low barrier for bad guys, few incentives for good guys -
  - high trust sites see less value from trustmarks
- Result: many trustmarks statistically correlate to low trust



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# CSDII's Need for Trustmark(s)

## CSDII (background):

- First generation pilot under the National Strategy for Trusted Identities in Cyberspace, a White House initiative launched in 2011 to create a user-centric “identity ecosystem”
- Partnership leading the design of next generation solutions for secure, privacy enhanced and compliant electronic authentication and identity management

# CSDII (background):

- Public-private consortium forming an ecosystem comprised of Relying Parties, Identity Providers, Identity Provers, Attribute Verifiers, Attribute Providers, Credential Service Providers and other participants
- Governing Board members representing:



# CSDII Pilot Relying Party Pipeline

- Healthcare (Inova Health System): Patient and provider access to electronic health records
- State Government: Citizen-centric access to online state services and related resources
- Research & Development: Medical and Rx researcher access to clinical trials across multiple test sites
- Higher Education: Student and faculty access to academic records and educational resources



# CSDII's Trust Fabric

- CSDII ecosystem structured on a trust framework – a set of business, legal and technical agreements for all participants
- Trust framework built based on existing models in the identity, healthcare and information sharing domains
- Component-based trust framework designed to establish consistent requirements for governance, operations, privacy, security, audit and related performance obligations

# CSDII-GTRI Trustmark Collaboration

- Trustmarks constructed through GTRI's consistent methodology with metadata and documented normative specifications to support adoption and reuse
- Component-centric trustmarks designed as machine-readable code packets that transcend trust framework and federation boundaries
- Trustmarks that serve as more than a symbol enforcing clear operational, performance and audit capabilities

# Trustmarks = Actionable Expressions of Trust

- CSDII requires the ability to extend and operationalize the trust fabric across Relying Party verticals
- Trustmarks will provide a consistent, well-defined and enforceable statement of CSDII trust framework components for the entire community
- CSDII's trustmarks to be developed in conjunction with GTRI offer opportunities for reuse in other trust framework communities and federations

# Questions?

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