EUROPEAN COMMISSION
Directorate-General for Communications Networks, Content and Technology

Digital Society, Trust and Cybersecurity
eGovernment and Trust

Workshop

Towards Principles and Guidance on ID interoperability for Online Platforms

24 April 2017, Brussels

Highlights

The workshop was organised in the context of the Communication *on Online Platforms and the Digital Single Market* where the Commission launched an action to "*further promote interoperability actions, including through issuing principles and guidance on eID interoperability at the latest by 2017*". The aim is to encourage online platforms to give consumers the choice to use the eID credentials they trust most — in particular those notified under the *eIDAS Regulation* — whenever online authentication credentials are needed for authentication to online platforms. Allowing this choice will empower consumers while safeguarding principles of competition, consumer protection and data protection. Ahead of the workshop, a dialogue with all stakeholders was launched on the online platform eIDAS Observatory about the value, the need and the possible scope of shared principles in this area.

The event gathered representatives of online platforms, consumer and business organisations, individual businesses, digital identity providers, Member State authorities, academia, think tanks, etc. to exchange views and ideas on how online platforms and their users could make use of the opportunities provided by the government issued/recognised eID which will soon be recognised for cross-border use in the EU.

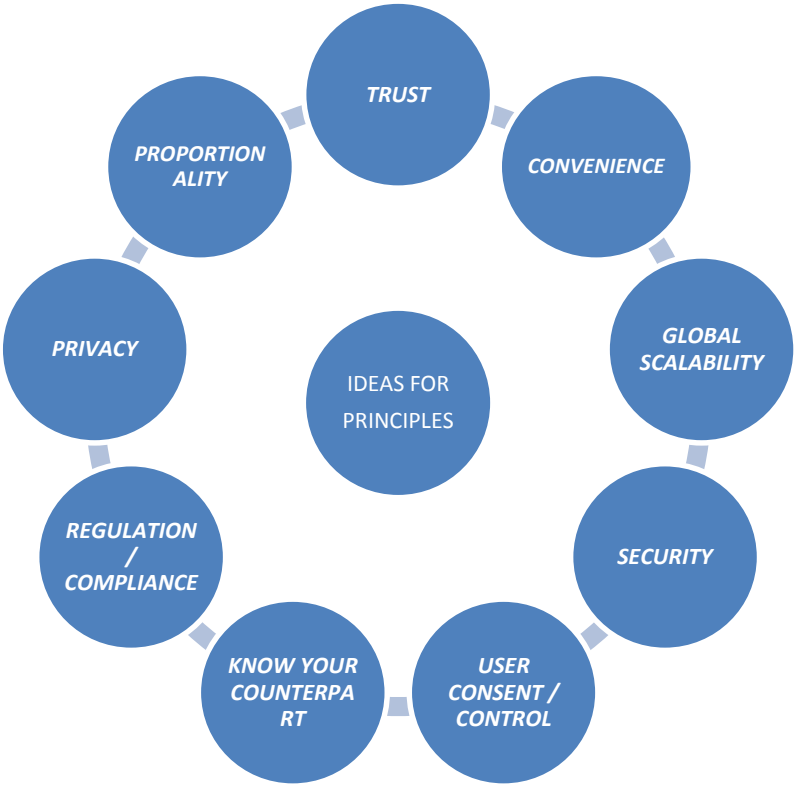
During the *morning session*, we listened to a number of insightful panel discussions and presentations:

- After the opening by Despina Spanou (Director of DG CNECT H), who set the policy context of the Workshop, the Italian MP Stefano Quintarelli addressed the audience via a video message with some interesting views on how eID can be seen as a wallet handler where all user data can be attached. This means separating the data from the applications, and thus providing a basis for pro-competitive measures like user data portability and interoperability. eID can also play a role for the correct attribution of rights and responsibilities online and serve as a tool for the users to affirm their willingness to express themselves while accepting their responsibility.
- The participants in the panel discussion on *"Accessing online platforms with one's own eID means: the users' perspective"* stressed the importance of the voluntary nature of the use of eID, user education, awareness raising measures, the need to ensure balance between security and convenience, privacy by design, data minimisation, etc.

- The second panel, focusing on "*Recognising eID means – opportunities and challenges for online platforms*", brought forward the role of eID for mitigating risks for business transactions (e.g. fraud avoidance), for establishing the reputation of a company, for two-way authentication (i.e. allowing both parties of a transaction to get to know each other). Other important aspects for online platforms include: convenience, user-friendliness, seamlessness, cost-effectiveness.
- We also heard from online platforms which already use government issued/recognised eID to authenticate their users or validate their accounts. *DBA*, Denmark's biggest online marketplace with 1,6 million monthly users which is part of Ebay Classifieds Group, shared their experience with using eID as a tool for fighting fraud (fake listings; stolen goods; phishing/account takeover) and for creating trust among users. Estonia's *CV Online*, an internet recruitment company with market leader status in the Baltic countries, talked about the use of eID as a simple, seamless, safe and convenient solution always in one's pocket as well as about the snowball increase in usage they witness each year. The Commission presented its EU Login solution as a demonstration of how the EU eID interoperability framework works.

The *afternoon sessions* were organised in a participative style and aimed at brainstorming on what might be the underpinning principles that we have to bear in mind in order to promote the possible use of eID by online platforms. Through an excellent collaboration and open exchange of views the participants developed jointly ideas for principles and selected (by voting) the most important ones, which were then elaborated in more detail.

The views of the participants converged around the following ideas for principles:



Next steps

- We will work with interested stakeholders on consolidating and further developing the inputs and ideas gathered so far with a view to prepare a first set of draft principles and related guidelines. These draft principles and guidelines will be shared via the eIDAS Observatory for comments and suggestions.
- By October, we aim to have a further draft of the principles and guidelines that will embrace views and contributions received from stakeholders. This new draft will be validated in a Workshop towards the end of the year.
- To progress, we will use an open and inclusive approach to which all interested parties are invited to contribute. To this end, we:
  - invite all stakeholders who would like to be actively involved in the further elaboration of the principles and guidance to express their interest by writing to us at CNECT-EGOVERNMENT-AND-TRUST@ec.europa.eu.
  - welcome suggestions and ideas on the topic which you may share by posting in the eIDAS Observatory.