



Qiy Foundation

Qiy, Open Standard and Scheme creating your own place in the digital world

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NOREA
Privacy Audit Proof



*Accenture Innovation
Award 2011*



*European Identity
Award 2011*

VISION & MISSION QIY FOUNDATION

Vision

The vision of the Qiy Foundation is that the individual's rights, norms and values in the digital world should equal, where possible, those guaranteed in the physical world (in accordance with human dimensions).

Mission

The mission of Qiy foundations is to develop, maintain and govern an open standard and a set of rules for an independent trust layer to the internet.

The result

The Qiy Foundation's objective is to give people control over the data they produce themselves and data that is available from third parties and facilitate them to do smart things with it. The personal Qiy domain provides the individual access to his / her data and allows sharing it – validated or anonymously – with other individuals and organisations using the open Qiy standard.

Ministerie van Economische Zaken

> Retouradres Postbus 20401 2500 EK Den Haag

De Voorzitter van de Tweede Kamer
der Staten-Generaal
Binnenhof 4
2513 AA 's-GRAVENHAGE

Datum 19 november 2014
Betreft Big data en privacy

Geachte Voorzitter,

Tijdens het Algemeen Overleg op 10 september 2013 over de Kabinetsvisie op e-privacy (kamerstuk 32761 nr. 49) heb ik toegezegd om uw Kamer nader te informeren over big data en profilering. Dat doe ik met deze brief, mede namens de minister van Binnenlandse Zaken en Koninkrijksrelaties en de staatssecretaris van Veiligheid en Justitie. Deze brief vormt een aanzet tot een kabinetsvisie op de fenomenen big data en profilering in de private sector, in relatie tot het recht op privacy en het recht op gelijk behandeling. Daarnaast geeft deze brief aan de toezegging tijdens het Algemeen Overleg. De brief zal worden toegezonden aan de Europese regels inzake gegevensbescherming. Het is de bedoeling dat de brief gaat op het gebied van big data en profilering.

**Directoraat-generaal
Energie, Telecom &
Mededinging**
Directie Telecommarkt

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www.rijksoverheid.nl/ez

Ons kenmerk
DGETM-TM / 14179608

zorgvuldigheid. Deze onderdelen kunnen in de onderhandelingen rekenen op steun van Nederland.

De rol van de overheid

Bovengenoemde acties vragen om een extra inspanning van bedrijven die data willen verzamelen en verwerken. De overheid is hier op de volgende wijze bij betrokken:

- De overheid geeft een impuls aan *privacy by design* oplossingen door middel van het actieplan Privacy, in 2013 en 2014 uitgevoerd door het Privacy & Identity Lab (PI.lab) en TNO in opdracht van het Ministerie van Economische Zaken. Het actieplan Privacy beoogt privacy-vriendelijke innovatie te stimuleren door de beste technologieën en praktijken te verzamelen en deze beschikbaar te stellen.
- De overheid is betrokken bij Qiy, een afsprakenstelsel dat beoogt de internetgebruiker controle en overzicht over, en inzicht in, de eigen data te geven⁷.
- De overheid geeft voorlichting over datagebruik en technologie. Het ministerie van Economische Zaken heeft samen met het NCSC en ECP, platform voor de informatiesamenleving, gewerkt aan een nieuwe informatiebron voor burgers en bedrijven: www.veiliginternetten.nl. Deze is onlangs gelanceerd. Op de website worden eindgebruikers geïnformeerd over de risico's van internetgebruik en wordt handelingsperspectief geboden. De privacy-implicaties van internetgebruik vormen daarbij een van de aandachtsgebieden.
- De overheid overlegt met de sector over de wijze waarop de sector kan worden verstrekt over het gebruik van data. Dit kan bijvoorbeeld in de vorm van een wetsvoorstel tot wijziging van de Wet op de Openbare Informatie (Wet OOI) of in de vorm van een andere wet.

WHY QIY?

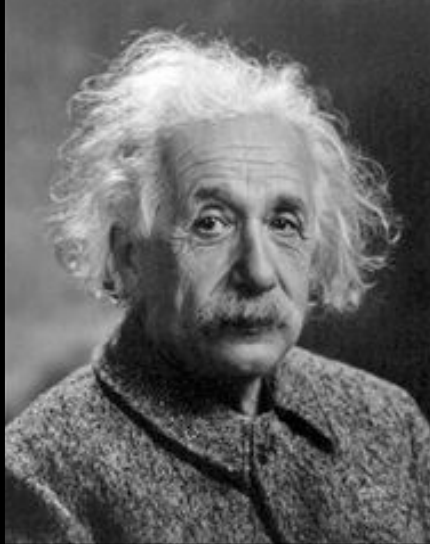
*Creating value for your organization
while putting the individual back in control of his personal data*

Full commercialization of the internet will not be possible until consumers are fully confident in the integrity of their data, and such data can be securely transferred to businesses and between businesses – at the individual's direction.

To achieve this, an independent trust layer needs to be added to the internet, useful for individuals and businesses alike. Such a layer has now been created, and prominent international companies are already coding their interfaces to support the Qiy standard.

WHY QIY?

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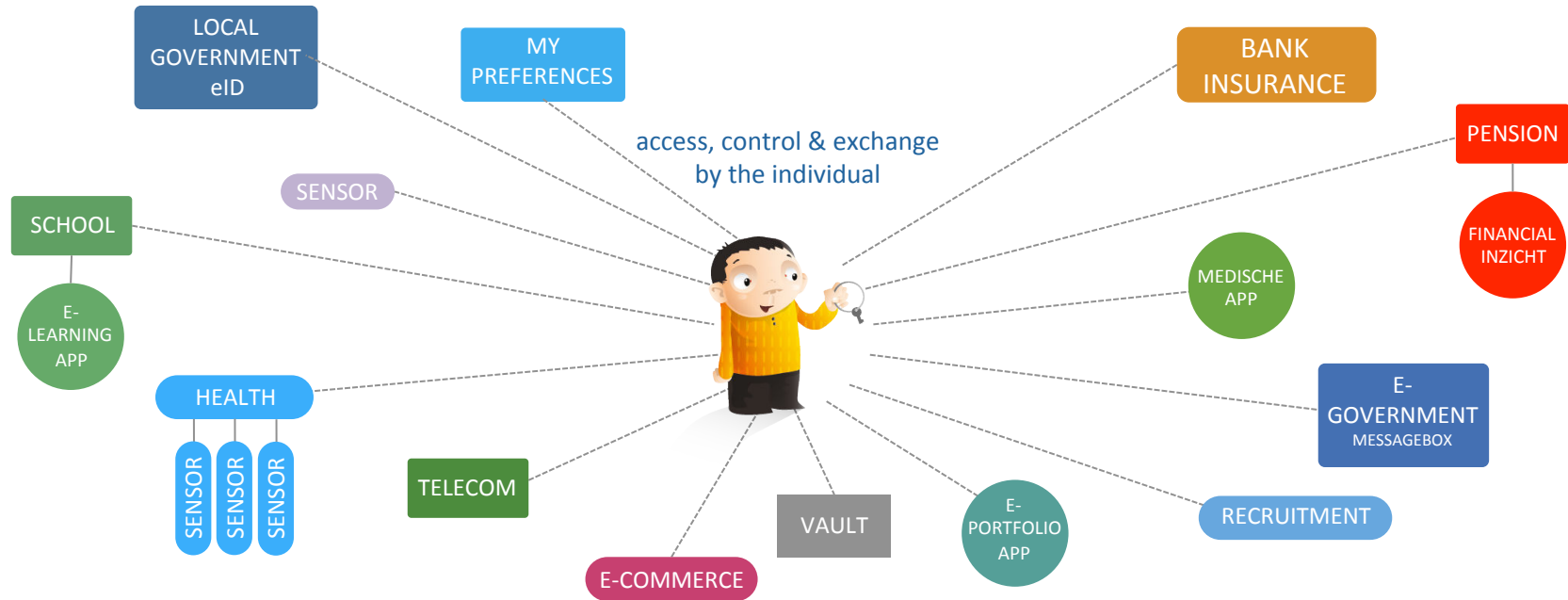


We can't solve problems by using the same kind
of thinking we used when we created them.

(Albert Einstein)

IMAGINE...

WE WOULD DESIGN THE WEB TODAY



IMAGINE

INDIVIDUALS

Individuals would be part of the digital network. In being online for business and pleasure, they have access to their data. Be in control and reveal their data to parties and apps they can trust.

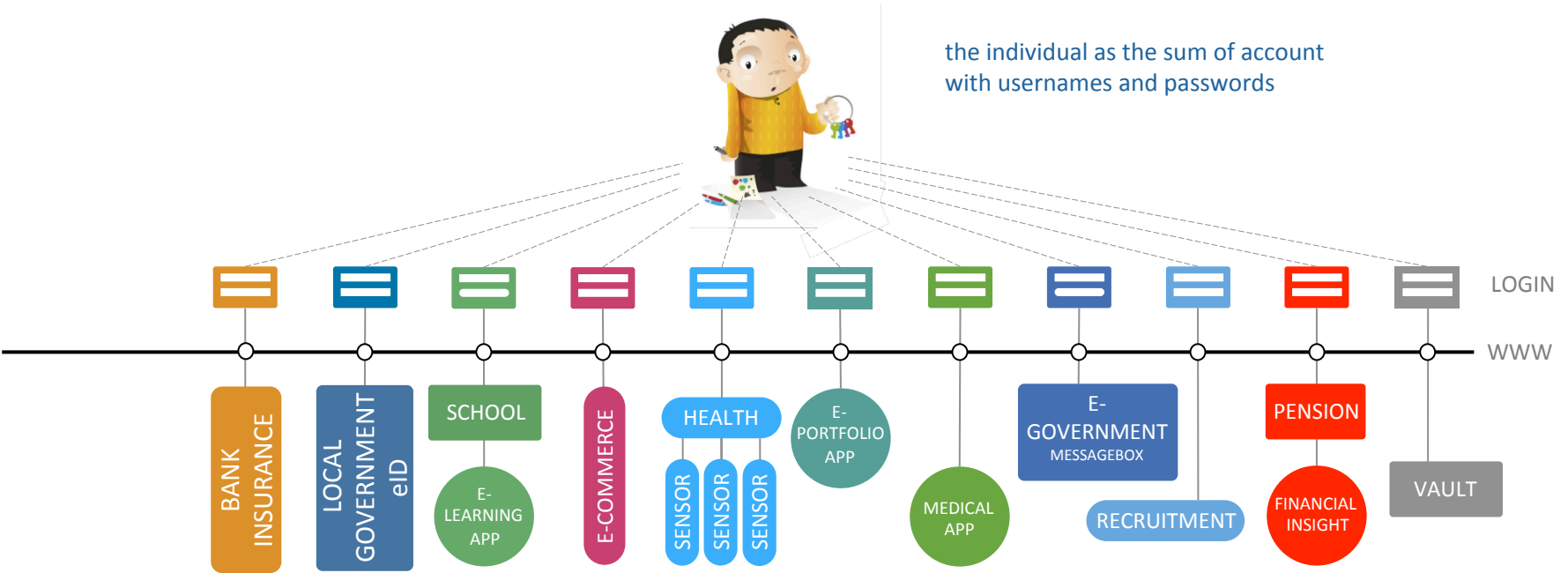
ORGANIZATIONS

Organizations could rely on data as provided by individuals. Anonymous or validated. They can subscribe to them According to their terms and conditions, building a relevant and trustworthy relation with them, without spying on them.

WHY IT MATTERS?

IN TODAYS DIGITAL WORLD

the individual as the sum of account
with usernames and passwords



CHALLENGE

INDIVIDUALS

More and more individuals are doing business online. A major drawback is the lack of control and insight on all data these actions generate and leave behind.

ORGANIZATIONS

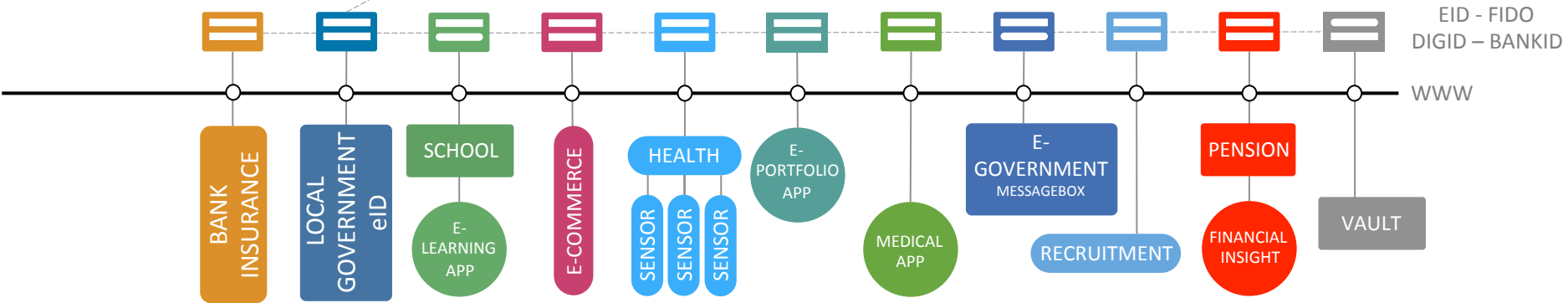
Organizations cannot rely on data as provided by individuals and have difficulties to build a relevant relation with them, without spying on them.

EID PRINCIPLE

SIMPLICITY & SECURITY



a part of the solution:
federated authentication



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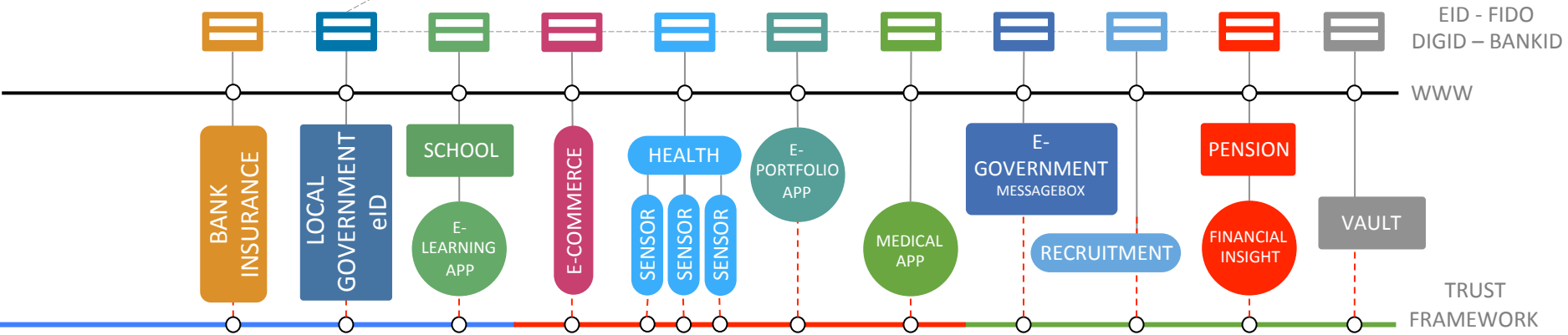
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QIY SCHEME PRINCIPLE

YOUR PERSONAL PLACE IN THE DIGITAL WORLD



organisations and ...

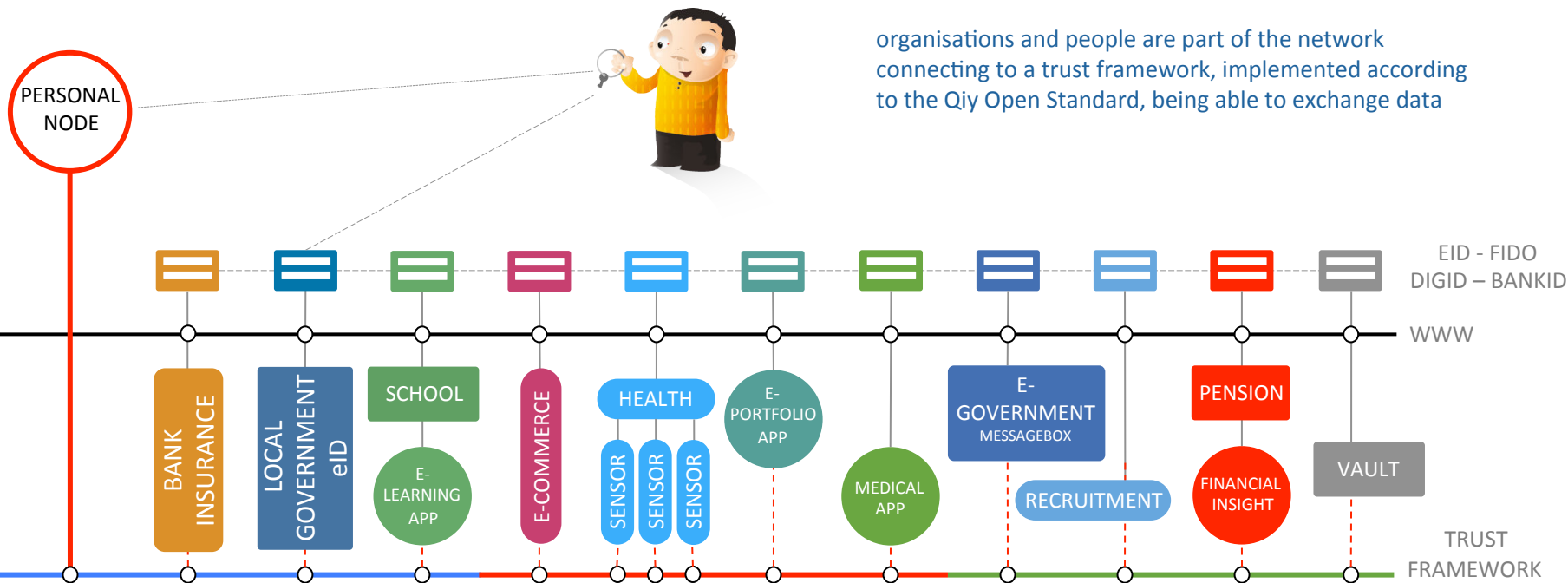


SOLUTION

- *Creating value for your organization while putting the customer back in control of his personal data*
- *An independent solution for the current fragmentation of data*
- *A possibility to access and share anonymous and validated data*
- *Opportunities for new, trustworthy, relevant and symmetric business models*

QIY SCHEME PRINCIPLE

YOUR PERSONAL PLACE IN THE DIGITAL WORLD



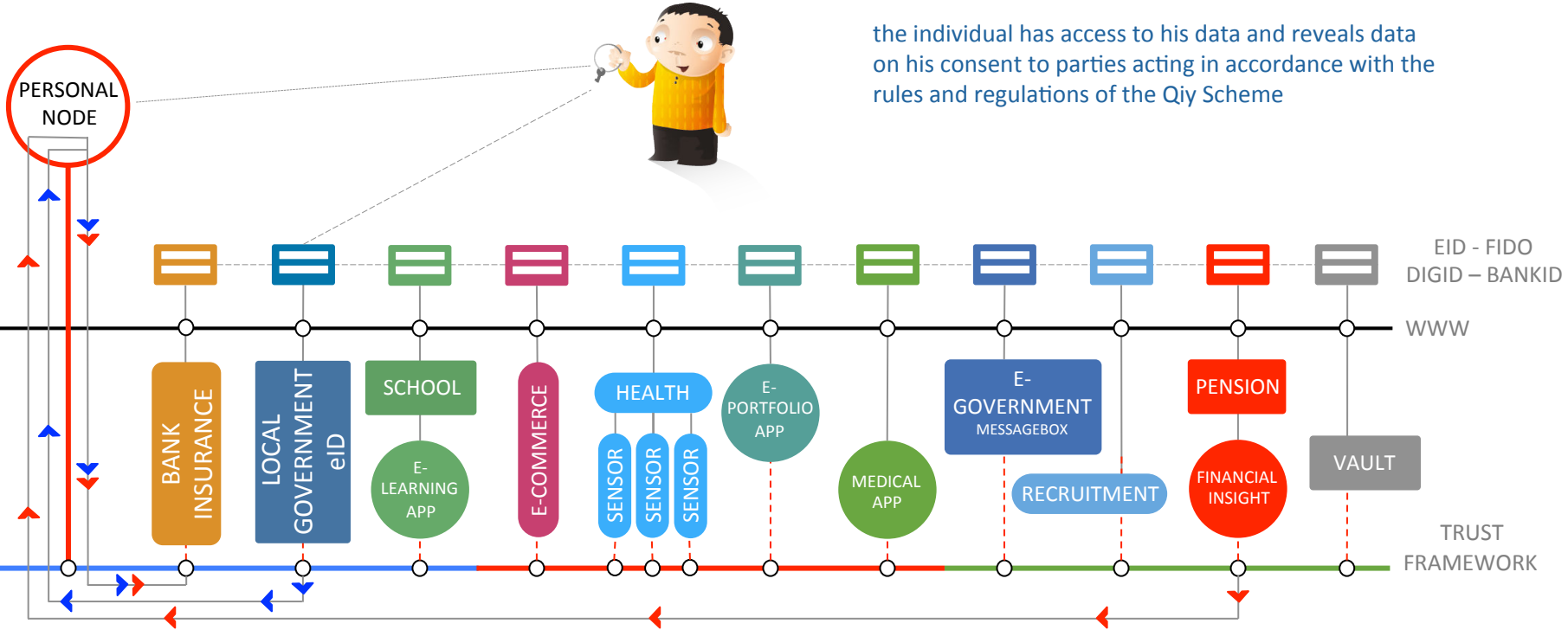
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QIY SCHEME PRINCIPLE

YOUR PERSONAL PLACE IN THE DIGITAL WORLD

the individual has access to his data and reveals data on his consent to parties acting in accordance with the rules and regulations of the Qiy Scheme

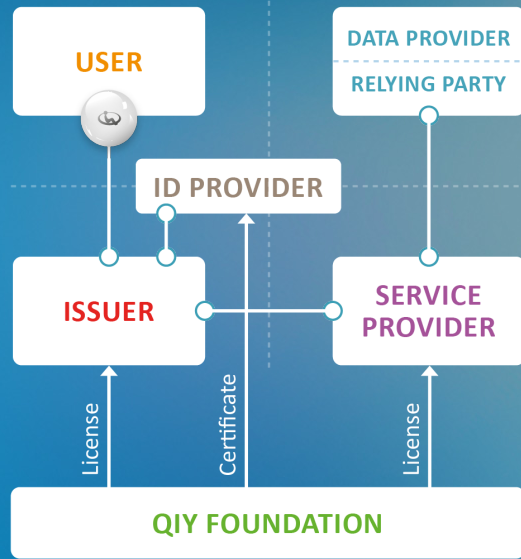


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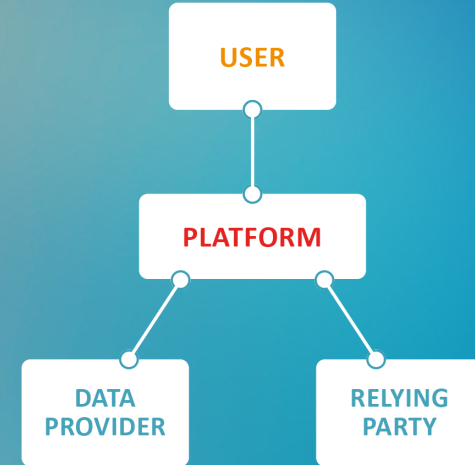
SCHEME vs. PLATFORM

2-Sided market principle



Scheme

Schemes are based on servicing both sides of the market. Several organizations connect consumers and businesses (4-corner model). The Qiy Scheme is based on an open approach, a transparent and independent management of the system, internationally scalable, and ensuring a level playing field for all interested.



Platform paradigm

As a platform to be successful it is essential that many stakeholders commit to your service. A platform has one owner based on the principle: "the winner takes all." Market dominance and monopolistic behaviour is looming. But the winner will also be challenged by competitors. The result is fragmentation and confusion for users and interested business parties.

Qiy

SCHEME



Independent governance

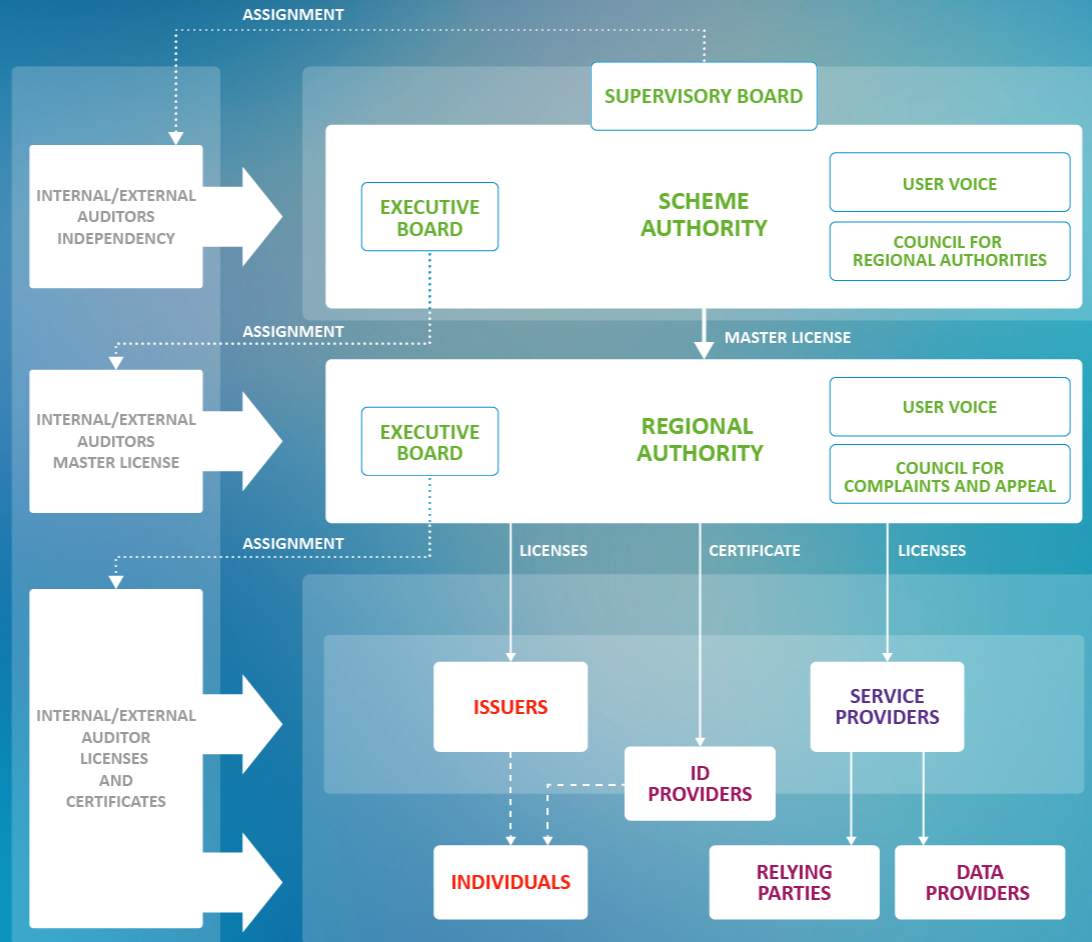
+

Open Standard

+

Rules & Regulations

GOVERNANCE MODEL



QIY MOVIES | [HTTPS://WWW.YOUTUBE.COM/USER/QIYALGEMEEN](https://www.youtube.com/user/QIYALGEMEEN)

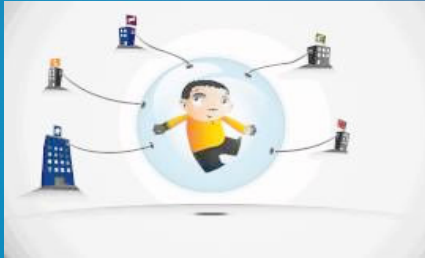


Qiy from the perspective of an organization



<https://www.youtube.com/watch?v=V2S1tkJ39Ms>

<https://www.youtube.com/watch?v=jco46UgBoxc>



The why, how and what of Qiy



https://www.youtube.com/watch?v=h_zANM7FehM

<https://www.youtube.com/watch?v=PcrqvdpdHQLk>



Qiy turns the world upside down



<https://www.youtube.com/watch?v=EjeZxySmYKA>

<https://www.youtube.com/watch?v=XZwIEH9XYiU>

EU LETTER OF ENDORSEMENT



Constantijn Van Oranje-Nassau
Head of Cabinet of Vice-President Neelie Kroes



Qiy endorsement

The Internet is interwoven with the whole society and is considered a crucial infrastructure for the economy. The openness of the grid offers great opportunities, but at the same time people find it increasingly important that they retain control in this open environment on what data they share. Without the trust of users, the growth as generated today by the Internet in many areas, will be greatly slowed down.

The European Commission has recently made proposals to strengthen ones own control and confidence, but ultimately privacy and security are not only legally enforceable. Everyone has to take their responsibility. Including the market for Internet services which will have to develop technologies and services that meet the needs of citizens and businesses for more security, flexibility and control in everything they do online.

Because services like Qiy may offer a solution for that we follow these initiatives at the Commission with great interest. The concept of Qiy shows us a new way to look at how you we can act online. It is up to the market to determine if this is the answer to the above challenges, but Qiy has great potential.

Brussels, February 14, 2014

THE QIY PROGRAM

Working together to create a personal data ecosystem based on a scheme



“As the largest issuer of credit cards in the Netherlands, ICS sees the payments landscape evolve into the digital world. Sharing personal information on the Internet is necessary to pay online. These data are very attractive to fraudsters. In order to offer customers a secure payment experience in both the digital and physical world, the ability to provide personal data safely is very important. Qiy allows each individual to create a private and secure domain in the digital world: ‘the customer in control.’ The Qiy Trust Framework offers our customers the ability pay online in a secure and easy way whenever they want. Supporting the Qiy movement and working with the Qiy Foundation is a logical step in our efforts to offer customers ‘the best possible service’.”

Nico Lodewijk | Chief Operating Officer
International Card Services BV

More quotes: www.qiyfoundation.org

THE QIY PROGRAM

Working together to create a personal data ecosystem based on a scheme



“Following Qiy for a while I fundamentally believe this scheme can be a long term game-changer. It could enlighten the industry from privacy concerns going forward. In the big-data play and the EU in the global data arena. Strengthening the consumer is a logical but bold move with a long term strategic rationale for companies in Digital transformation mode.

By embracing the Qiy Scheme, we don't put big (often US) data companies in charge of consumer profiles anymore but empowers the consumer itself. Reverse engineered so to speak. Your own private single sign on, not Facebook or Google+ connect but 'Arno connect' if you prefer. *Which* platform can do *what* with your data is under your full control.

Eventually Qiy might even be the 'cure' for all privacy constraints which kept the last decade of the web from real innovation. A true example of consumer centric public-private cooperation which in my opinion needs to be embraced by companies caring about consumer interests and business ethics and therefore should be enforced by Brussels.”

Arno Otto | Managing Director, Digital at RTL Nederland

THE QIY PROGRAM

Working together to create a personal data ecosystem based on a scheme



“Vodafone offers a personal and distinctive customer experience with privacy as one of the priorities. Along with Qiy, Vodafone supports the construction of an independent Scheme: a major innovation in the field of privacy and permission management that gives the customer full control over his / her personal data. Power to you.”

Klaske de Jonge | Former Director Corporate Affairs, Wholesale & Strategy at Vodafone Nederland



KuppingerCole Advisory Note - Life Management Platforms: Control and Privacy for Personal Data: “One of the most advanced models around Life Management Platforms is Qiy.”

Martin Kuppinger | Kuppinger Cole

More quotes: www.qiyfoundation.org

ONLINE TRUST SERVICES

Innovative in customer intimacy: make your customers part of the digital chain

- **BINDING CONSUMER RULES**
 - The prove of a trustworthy relationship according to human values and norms
- **AUTHENTICATION AND ID-PROVIDING**
 - Access by federated authentication and e-ID or Bank-ID ready; KYC
- **ANONYMOUS PREFERENCES**
 - Publishing of personal anonymous preferences to receive relevant content, offers and ads
- **ACCOUNTLESS SHOPPING**
 - Shop easy, fast and secure with or without an account
- **VALIDATED AND / OR ANONYMOUS PERSONAL ATTRIBUTES**
 - Use validated and / or anonymous personal attributes; 18+, name, address, salary, ...
- **ONE-CLICK-PAYMENT**
 - Pay with one click – regular and micro-payments – from a wallet or an account of your choice (PSD2)
- **PULL DELIVERY**
 - Collect all of your purchases from various websites in one delivery at the place and the time of your choice
- **PERSONAL MESSAGE CENTER**
 - Send or receive certified information – eventually enriched with semantic data – like invoices, warranty certificates, sensor data, domotica, loyalty or live monitoring e.g. track and trace
- **SMART APPS**
 - Produce and / or use smart (ai) apps which reason about data; financial insight, health insights, ...

COLLABORATE ON REALIZING THE QIY AMBITION

- Be a part of the work of the Qiy Foundation and the development of the independent Trust Framework:
 - By participating with man and material you'll get involved in developing the Qiy Open Standard and the Rulebook as an innovative, a needed and a relevant social – economical solution. Ask us for the 'Coalition of the Willing' documents.
- Make use of the Digital Me Advisory & ICT Services:
 - Use our experts to guide you and your organization realizing your own business case, proof of concept, pilot and roll-out, based on the Qiy Open Standard.
 - Use the developed products to serve your customers today.



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