



## DIGITAL IDENTITY AND ACCESS MANAGEMENT

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In this current context of the digital's exponential evolution, the process of ensuring that the RIGHT PERSON IS OPERATING THE RIGHT TRANSACTIONS is the backbone of a sound environment in which entities around the world can grow and expand their activities. In order to safeguard such an ecosystem, Digital Identity and IAM come centre stage.

Two fundamental elements are comprised within Identity and Access Management: individuals (identity) and authentication (access). Within an organisation, individuals are dealt with by the HR department, and authentication concerns the company's activity (i.e. expertise).

Through the EFCSE's Working Groups, both elements are treated in order to advocate better management of Digital Identities in the EU. These Working Groups (Education & Training and New Economic Models) position themselves to guide and accompany organisations along these key areas of HR and business expertise.

More than just technologies used to ensure trust, the term "Digital Identity" is a concept that includes all of the information that one can disclose - voluntarily or not - on the web. Through all of one's accounts, posts, contacts and so on, a genuine pattern of habits left in one's wake is recovered – gathering information on all of one's digital identities.

This concept of tokens left laying everywhere then comes together to form a genuine digital DNA, such as a digital guidebook on one's behaviours, that can allow external

parties to analyse and identify a person without the need to resort to official, verified and authenticated Digital Identities. In short, a Digital Identity is under control, and Digital DNA is not, the latter better represented as a cloud of information.

In the business world, Digital Identities and IAM are paramount to counter identity theft or fraud, for example, these methods easily spotting unusual account practices. Against the backdrop of digitization, Digital Identities and IAM are bound to undergo unprecedented growth to keep up with the world's shift of paradigms and rise of new economic models. And, for all the IAM providers out there, keep an eye out for these IAM catalysts of growth:

- Regulatory obligations & requirements ;
- Cloud & IoT advances ;
- Shifts in work environment and in mobility.



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