The Truth is always a good idea

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Why and when we Trust?

- If we believe ...
  - Nice and inspiring but (always) dangerous and costly.
  - Because “they” know what you want to believe.
    - Marketing ...
    - Adverts ...
    - Brands ...

- In case we know ...
  - Boring and quite safe.
  - We are operating with empirically proven evidence.
    - Facts ...
    - Attributes ...
    - Third party confirmations ...
Users expect Truth; we expect Trust.

- Although we like sweet things more than boring ones...
- We still expect the Truth.
  - The user on the Internet as well.
- The merchant wants Trust.
  - All other website owners as well.
- That’s why trustmarks on Internet are important.
  - They provide third-party confirmation of attributes – Truth.
- But ... Trustmarks are only pictures on the Internet.
Trustmarks and eIDAS

- Every trustmark has at least two attributes.
  - To who has been issued. (identity and consequentially authentication of website if trustmark is published on the Internet)
  - Attributes guaranteed by trustmark. (certain promise was given to end user but not an issue of eIDAS regulation)
- Identity and authentication of websites are subject to eIDAS Regulation.
  - Qualified and non-qualified trust service providers.
  - Liability of Internet trustmark publishers? I think – YES.
- How to protect the Truth and keep Trust without technology?

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Unpossible situation

- Every trustmark represents particular value for trustmark publisher, his owner, and website visitor.
- It is not possible to protect the value without technology and regulation.
- Publisher does not have any control over trustmark appearance so they cannot revoke, upgrade or downgrade trustmark.
- Anyone can copy them on any website.
- Trustmarks and third party confirmations do not have any value on Internet.
- The Truth has no value.
- The majority of users do not understand the situation.
- If the user believes in fake trustmark, it could be very misleading for him.
How it should be ...

I believe that the “Truth”:

- Should be SECURED so it cannot be misused.
- Should be VISIBLE so anyone can see it.
- USER-FRIENDLY so anyone can find it.

- eIDAS is a significant step forward, but it is not clear enough to solve all those problems.
- The goals of eIDAS should follow Consumer Rights Directive as well.
So, what we need?

- eIDAS compliant system for trustmark publishers
  - eIDAS compliant solution
    - Web site authentication and identity provided.
    - Interoperability included.
  - For trustmark publisher
    - Free.
    - Safe.
    - User-friendly.
  - For website owner
    - Increased safety.
    - Trust.
    - User-friendly implementation.
    - “Website friendly” appearance.
  - For site visitor
    - Truth – user-friendly, visible and secure.
    - With communication method they already know.
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